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125 WAYS TO MAKE MONEY WITH YOUR TYPEWRITER



Compiled from Actual Cases

By DAVID SELTZ

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CHAPTER I

IF YOU CAN WRITE WELL



IF YOU CAN WRITE WELL

While you are typing, your imagination is quickened and your thoughts take shape. That's one reason why the typewriter is the inseparable companion of writers and journalists everywhere. It is invaluable to them for the first "rough draft," helping to consolidate their thoughts and frame the contents of the article. And the typewriter is surely indispensable for the finished copy, since all editors require that manuscripts be submitted in neat, typewritten form. Supply the inclination and ability to write, and your typewriter will suggest hundreds of ways to make extra money through its use. Famous authors, such as Mary Roberts Rinehart and Peter Kyne, and outstanding newspaper men such as Walter Winchell and Floyd Gibbons, regard their typewriters as intimate working mates.

FICTION WRITING

The Plan

Given fertile imagination, a knack for storytelling, and an ability to write, you are equipped to enter the profitable field of fiction writing. Some 2,000 different trade, popular, and class publications are constantly in the market for this type of material.

How It Works

Study the various writers' trade magazines on the market and familiarize yourself with the magazine markets and the type of stories desired. Then read several issues of the magazine that most fits your writing style and analyze the characteristics of the fiction stories it has accepted. Note, in particular, the type of action, phraseology, and subjects contained in these stories. Once you have absorbed the magazine style and requirements—and have written acceptable stories—you will find that you have become adept in writing stories for this market.

Possible Profits

Payment for fiction stories varies from one to four cents a word. A magazine like the *Saturday Evening Post* pays as high as seven cents a word.

PLAYWRITING

The Plan

Are you imaginative? Do vivid story ideas and unusual situations leap to your mind easily? Are you able to portray character and interpret the conversations and gestures of those about you? If so, playwriting offers a lucrative field for part-time income.

How It Works

Radio stations, business concerns, magazines and publishing companies demand new and interesting plays. These plays should be action-packed and capable of being presented within a comparatively short length of time and with limited facilities. There is an especially good market for plays with the larger radio chains since their need of staging a play each day imposes a constant demand upon their available supply. There are good books available at your library or bookstore which give the technical requirements for stage and radio plays.

Possible Profits

The usual rate for accepted plays ranges from \$100 to \$200. Magazines and publishing companies lay stress upon the character, rather than the length of the play. Merchants pay an average of \$50 per play if it capably dramatizes their product or sales event.

LITERARY BROKER

The Plan

An enterprising young stenographer, equipped with a typewriter and writing talent, converted her spare time into cash by criticizing, revising, retyping, and marketing manuscripts for writers.

How It Works

Consulting writers' trade magazines she familiarized herself with current manuscript needs of different magazines, and the material and style required. She then placed a small advertisement in her local newspaper, and later in several of the writers' magazines, advertising her complete writers' service. Manuscripts deemed unsalable were returned for correction, accompanied by her typed critical notes. However, if she believed the article satisfactory in its submitted form, or after minor corrections, she would then retype it and submit to the magazine for which she considered it most appropriate. In typing manuscripts, she followed the accepted style of double-spacing, and added a frontispiece, which contained a résumé of the article and the number of words contained in it.

Possible Profits

Recognized rates are \$2.00 per thousand words for criticism and revision, 45 cents per thousand words for retyping, and 10 per cent commission on all manuscripts successfully marketed.

LYRIC WRITING

The Plan

Equipped with a knowledge of music, a sense of rhythm, and an ability to write, one Chicago housewife is contributing substantially to the family finances, by composing lyrics to the music of song writers.

How It Works

"I played the piano and had the knack of writing poetry extemporaneously, and that's what inspired this plan. To secure clients, I contacted musically-inclined friends, and later advertised in music magazines and magazines of general appeal. I was really amazed at the number and the diversity of responses. It seems that everybody and anybody is an aspiring song writer—the replies came from small and big towns, and from persons in all walks of life—brokers, farmers, students, stenographers, housewives, and others. They would send me their music and I would adapt words—trying to make my lyrics fit the tune, tempo, and character of the music submitted.

Possible Profits

"I charged a flat rate of \$5.00 in advance for each lyric, and, in addition, 10 per cent of the proceeds of the song, when accepted. In several cases, composers have asked me to mimeograph a quantity of the songs, which yielded me additional revenue. I am now earning some \$30 a week in this fascinating work."

JOURNALISTIC COLLABORATION

The Plan

A good organizer, an expert typist, and an adept in writing, a Chicago stenographer earned extra money through organizing a journalistic collaboration group.

How It Works

"There are many aspiring writers in my town—and every town. I reasoned that they would be interested in joining some collaboration group enabling them to meet with others in their field, exchange ideas, and aid one another. Most of the members were secured among my personal writer friends, and the club soon grew through recommendations. As secretary, I handled all the manuscript typing—and there was plenty. Also I typed minutes of meetings, charter, constitution, letters, etc. These writers submit on the average of one story a week, and very few have the facilities to do their own final-draft typing. Subsequently, I inserted an advertisement for additional members in the local newspapers which greatly augmented our membership roster. Consulting trade magazines and books on markets informed me about proper manuscript typing and the suitable markets."

Possible Profits

Membership fees were \$2.00 a month, of which she received \$1.00 a month from each member for her general typing. Manuscript typing was payable at rates of \$1.00 a thousand words.

INVENTORS' BUREAU

The Plan

Every city and hamlet in the country has its local inventors—and each is interested in marketing his invention. Enterprising typists—especially those with a knack for writing—can earn lucrative income through representing these inventors.

How It Works

Organize an inventors' bureau; publicize the inventions, type up letters in application for patents, and aid in marketing. Inserting a small advertisement in your local paper, announcing your services, will secure you a list of inventors. They are generally pleased to secure such aid in their work. The various popular science magazines on the market pay for news items and photos on inventions. You can, also, be of invaluable marketing assistance by studying the invention, determining who would most likely desire to buy it, and then type explanatory letters to these sources.

Possible Profits

Popular science magazines pay from 2 to 5 cents a word for news items on inventions and about \$10 each for photographs. Your payment for general typing and marketing will of course vary, according to the nature of the work. You can also collect 10 per cent of the proceeds of the sale of inventions through your services. It should not be difficult to net at least \$25 weekly from this enterprise.

CELEBRITY INTERVIEWS

The Plan

Have you ever visited the airport? Have you spent much time at the railroad depots? If so, you will note that many celebrities and notables arrive in town, each day, whose comings and goings would make interesting reading material if used as interview stories in the local newspapers. And that's just what an alert young man is doing as a means of earning a substantial income.

How It Works

He "dogs" the airports and railroad depots, and interviews the celebrities on interesting current topics, and with his camera takes a picture of the personage. These are then sold to the local newspapers since they make good, current, local reading material. In addition, because of the excellent publicity value of this material to most celebrities, he receives, in many cases, payment from the celebrity interviewed upon publication of the article. He has been able to secure some 2 articles a day, consistently, because of the steady inflow of celebrities to his city.

Possible Profits

Newspapers pay some \$3.00 each for glossy prints for reproduction, and space rates of about \$5.00 a story for the article. He averages about \$10 a day.

FEATURE STORIES

The Plan

Many owners of typewriters in all sections of the country are earning extra dollars by writing the non-fiction type of feature article. They interview enterprising merchants in their locality, make notes about their merchandising methods or interesting personal facts, and sell the articles to appropriate trade magazines.

How It Works

Does your corner ice-cream parlor have a clever window display? Does your neighborhood grocery use clever signs? Have you remarked on the pleasing service at your community bakery, or the unusual premiums given by your neighborhood drug store? All these make interesting stories for the hundreds of trade magazines adapted to almost every type of business. Study the various writers' magazines and acquaint yourself with current markets and the individual requirements of the various publications. Type the article neatly on standard size paper, double space, and include a frontispiece which contains your name, the title and a résumé of the article, and the number of words. Also enclose snapshots wherever possible—the dealer will usually provide them.

Possible Profits

Trade magazines pay from one cent to five cents a word for desirable articles and from \$1.00 to \$10.00 each for accompanying photos.

GHOST-WRITERS' BUREAU

The Plan

Become the person "behind the scenes" who writes a great variety of articles which are published under the names of others. A large number of people with writing talent and a typewriter discover that such a bureau provides them an excellent means for earning money in their spare time.

How It Works

Your prospective customers are legion, and include students, politicians, scientists, your local Chamber of Commerce, trade associations, and inventors who must publish articles and theses, but do not have the time to write them themselves. Contact them personally, through typewritten letters, or through a local advertisement. Offer to write anything desired; for example, speeches, letters, biographies, scientific reports, research topics and publicity articles.

Possible Profits

Charges vary with the time and effort required. Some average rates are \$5.00 for a letter, \$10.00 for a speech, and \$25.00 for a technical report.

JOB LETTERS

The Plan

"A friend, an unemployed engineer, asked me to compose a letter for him in application for a job. I did, neatly typing it on my portable typewriter. He got the job—and I got the idea that has enabled me to turn my letter-writing ability to good profit. I organized an 'Employment Letter Service Bureau.'

How It Works

"Your prospective customers are unemployed people seeking jobs, and employed people seeking better employment. I reached these prospects by placing an advertisement within the Business Services column of my local newspaper, offering to compose forceful persuasive letters to be sent to prospective employers. After securing the customer, I studied his or her qualifications and listed experience, education, personality, etc. I then adapted my letter to present these qualifications as strikingly and sincerely as possible, based on an analysis of the requirements of the prospective employer.

Possible Profits

"Payment is on either of two arrangements. They may buy the letter outright for \$2.00 each, or pay \$5.00 each, contingent upon the letters securing them a job."

SALES LETTERS

The Plan

“Almost every business concern has occasion to send out regular sales letters to their customers. I solicited a number of concerns in my town and offered to compose their sales letters on a part-time basis. Within a month I represented 10 different firms, with consistent income resulting.

How It Works

“To write a strong, persuasive sales letter, first study the concern and the product, and then picture in your mind a typical prospective customer for whom this product is intended. Write the letter briefly, but tell the whole story. Be conversational and sincere, appealing to the ‘typical’ customer you have visualized. With this plan in mind you should produce a splendid sales letter with forceful appeal. Of course, all letters should be typewritten—modern business requires it.

Possible Profits

“I get a standard rate of \$5.00 for each letter, and, in several cases, performed my services on a monthly retainer basis, such as \$45 a month for all letters required during that period.”

COLLECTION LETTERS

The Plan

A young store clerk has boosted his income by selling to merchants and professional people a "collection system" consisting of a series of letters which aid them in collecting their delinquent accounts.

How It Works

He composed on his typewriter a series of six letters which were briefly but forcefully written. They graduated in tone from a polite reminder to a stern letter threatening legal recourse. The final letter offered 20 per cent reduction for immediate settlement. He adapted the contents of the letter to the class of business or profession to which it applied. He then sent a typewritten form letter to merchants informing them of his service. Since most business people have delinquent accounts which they are anxious to liquidate, he secured a good percentage of responses.

Possible Profits

He receives \$5.00 from each customer for a series of collection letters. In several instances he co-operates with his customers by selling his service on a percentage-of-returns basis, earning 10 per cent of all money collected.

COMMUNITY LETTER WRITER

The Plan

One young woman who lived in a large city has capitalized on the fact that a great many persons hesitate to write important and necessary letters because they do not wish to reveal their lack of education or are not able to write English well enough to express their thoughts. Such individuals are often called upon to write letters of condolence or letters to public officials requesting information, and welcome any aid that can be given them.

How It Works

She advertised in the "personal" column of local newspapers that she would write letters and give such general and simple advice as was needed. She found an immediate response and made quite a bit of money in her spare time and developed many contacts which were both interesting and valuable.

Possible Profits

Rates vary according to the length and difficulty of the letters. Minimum charges are usually 25 cents a letter. Some letters, more complicated, may command a price as high as \$2.00.

AMUSEMENT DIRECTORY

The Plan

A Detroit housewife earns part-time money by reporting "what's happening" by way of entertainment in her town, through the medium of a weekly mimeographed amusement directory.

How It Works

"Everyone's interested in entertainment and such a regular magazine struck me as appropriate. I typed letters to local theaters, night clubs, and similar places of entertainment, and they were glad to supply me regularly with full information concerning their current programs. I then edited this material, classifying it according to the type of place and the entertainment offered. Thus a person who was interested in movies could consult the movie section; someone seeking more gayety could turn to the section on night clubs.

"The entertainment places listed placed advertisements in the magazine, since it reached a concentrated class of prospects. I typed up, mimeographed, and distributed the magazine in local hotels, railroad depots, bus stations, and similar spots most likely to be frequented by visitors from out of town.

Possible Profits

"Advertisements sell for \$25 a page, while the magazine is distributed free. It comprises twenty-five pages, with eight pages of advertising, and I net \$35 weekly from this part-time project."

EPICUREAN JOURNAL

The Plan

Everyone likes food, and almost every person likes to eat something "different" at a novel dining place. With this thought in mind, an enterprising Missouri housewife compiled an *Epicurean Journal*, listing interesting eating places about town.

How It Works

She wrote up the outstanding restaurants about town, classified them according to racial style and location and described any unusual history, decorations, or service that they offered. Editorial material told about the quaint Italian restaurant with its excellent spaghetti, the lively Russian Cafe and its heady vodka, the unique Swedish restaurant specializing in Smorgasbord. She profits in two ways; first, by selling listings of the places mentioned, at varied prices, depending upon the size and patronage of the restaurant seeking the listing; secondly, by selling the book itself, since it contains very interesting reading matter.

Possible Profits

The books sell for 75 cents each, and she disposed of some 1,000 copies to the restaurants and to the public. Each listing sells for about \$10, with 400 restaurants buying listings in the book. She earns approximately \$750 for each book—and publishes a new one annually.

NEWSPAPER CORRESPONDENT

The Plan

Writing up and submitting stories on local events to neighboring newspapers constitutes a profitable part-time source of income to one young man in Macon, Pennsylvania.

How It Works

It occurred to him that newspapers in nearby cities would be interested in news from his locality. He wrote inquiring whether they could use a regular correspondent, and was told to submit his articles. He secured news on local events, including meetings, parties, accidents, etc. He also interviewed local hobbyists and interesting people for feature articles. Gradually the metropolitan newspapers regarded him as their regular correspondent and began to send him actual assignments.

Possible Profits

He was compensated on "space rates" which start at 25 cents a column inch. In his spare time, he was able to earn from \$8.00 to \$10.00 a week, and indulge in the thrilling work of a newspaperman.

SHOPPERS' PAPER

The Plan

A Chicago housewife, talented in writing and research, has augmented her household budget by writing up material for a shoppers' paper, distributed through several department stores in her town.

How It Works

She wrote information of universal interest to women, including subjects such as household and beauty advice, dressmaking hints, garden and home information, latest dress styles. Supplied with this material, she then visited four department stores (noncompetitive) located in various sections of the city. She sold them the idea of publishing this information under their own names as a monthly Shoppers' Paper, to be distributed within their respective localities. Since the material was read by housewives, the department stores received effective advertising. Printing and distribution expenses were shared by the department stores on a co-operative basis. Such a project is also salable to laundries, dairies and other concerns selling to women.

Possible Profits

She secured \$30 a month from each department store for each issue of the paper. Her earnings thus netted about \$100-\$110 a month.

WOMEN'S CLUB MAGAZINE

The Plan

One young housewife in Arkansas, a member of several women's clubs, felt that a regular magazine would provide interesting reading matter for the various club members. As a result she conceived the plan of publishing a women's club magazine.

How It Works

She gathers news of current and future activities for her club mentioning as many names as possible. She also reports social items about the members in paragraph form. In this way the magazine contains interesting reading matter and is eagerly sought by the club members. She has worked up similar publications for other women's clubs in her town, securing editorial matter from their secretaries, or through personal interviews. Now local merchants advertise in the publication, since it reaches a comparatively wealthy class of women who, of course, are valuable shoppers.

Possible Profits

The magazine sells for 10 cents. Since it is mimeographed, it costs only 5 cents to produce, netting her a 5 cent profit on each copy, or \$5.00 for a hundred magazines. In addition, she receives as high as \$10 for each page of advertising. She makes some \$45 to \$55 on each issue.

PRIZE CONTESTS

The Plan

Can you talk about the merits of Velvене pancake flour, Deluxe radios, Servo refrigerators, and other commodities in an enthusiastic manner, bringing out your ideas clearly and concisely? If so, substantial profits await you in the thrilling side line of answering prize contests.

How It Works

These contests are announced in newspapers and magazines almost every day and thousands of dollars are offered in prizes for the best answers to questions propounded by the manufacturers of innumerable products. After some practice you can attain proficiency in answering such contests and can develop a knack of writing the facts which the sponsors want to have included in these answers.

Possible Profits

There is of course no set income—profits depend upon the type of contest you enter and the amount of the prize money offered. Possibilities for profit are limitless, averaging as high as \$200 a week or as low as \$15 a week. However, this constitutes a profitable way of using your spare time.

STORY TITLES

The Plan

An imaginative woman in Grand Rapids, Michigan, with a facility for phrasing words, secures a substantial part-time income through creating and typing story titles for authors.

How It Works

She reads over a manuscript carefully, and decides upon the title best suited for it. Her services were originally solicited by several local authors; as she secured more and more experience in this work, she advertised in local newspapers and in writers' magazines. Authors outline or send their complete manuscripts, and she then recommends suitable titles. She is now serving many writers throughout the country.

Possible Profits

Her charges are \$1.50 each for a story title plus 5 per cent of the proceeds upon sale of the manuscript. She enjoys as a result a nice income—since some stories sell for large sums of money. Her average income, part time, is about \$25 a week.

APARTMENT-HOUSE PERIODICAL

The Plan

Writes an enterprising young man:

"I reside in a large apartment building within a metropolitan area. The building covers a complete block, and some five hundred families live here. The very size of this building inspired me with the idea for working up an apartment-house periodical. I felt that the tenants would like to know about each other and would be deeply interested in such a publication.

How It Works

"I canvassed the tenants and obtained news to be used as editorial matter in my proposed publication. I also contacted the building manager for news concerning the building itself, such as improvements, removals, etc. I then typed up this matter in magazine form and had it mimeographed. Realizing that local merchants were eager to contact the many tenants of the building, I secured their advertisements for the publication. Thus I established a thriving newspaper.

Possible Profits

"The magazine sells for 10 cents, while each advertising page secures \$15. As a result, putting out the publication biweekly, I realize profits of about \$75 a month."

SPONSORED RADIO PROGRAMS

The Plan

Prepare Radio Skits for broadcasting over small stations, these programs to be sponsored by local merchants, associations and individuals wishing publicity. This is a fertile and profitable field for your typewriter if you have some talent in preparing short dramatic skits that will interest radio listeners in your locality.

How It Works

Write up several skits, which can be based on the history of your town or the outstanding accomplishments of well-known people in your town. Then see the merchants in your town and arrange for them to sponsor these skits on broadcasts from your local radio station. When properly written, short presentations of this nature have a great deal of local appeal.

Possible Profits

One young man secured as sponsors, several merchants in four small towns, located within a few miles of one another. They paid him from \$3.00 to \$10.00 per week for preparing the radio skits and their commercial announcements. On a few of the longer programs, he arranged to have more than one sponsor (in noncompetitive lines) so that the cost to each was small. He purchased time on the programs of his local station after he had lined up his sponsors and was able to average \$30 per week over what he paid for the time.

CONVENTION PAMPHLET

The Plan

One New York young man observed that many conventions met in the hotels of his city, and he reasoned that the visitors would be interested in reading convention news, as well as personal items containing their names and names of co-visitors. This led to the idea of drawing up a convention pamphlet, and he is now serving a number of conventions at the same time.

How It Works

He interviewed the secretary of the convention, offering to write up such a pamphlet, to which the secretary readily assented. Such publicity is, of course, of benefit to any convention. He then secured a convention schedule from the group and also personal items. This and other data was subsequently mimeographed and made into a pamphlet, which he then sold among the delegates to the convention. The sale was good, since all the conventioners were interested in news about themselves and their convention.

Possible Profits

He sold the pamphlets for 10 cents each. Some 200 were sold each day, or a net profit of \$10 for each day's work. Most of these conventions meet over a period of about five days, so that his gross profit is quite substantial.

OUTLINING STORY PLOTS

The Plan

A stenographer during the day—she dabbled in writing fiction stories during her spare time. She was accustomed to outlining plots of stories appearing in national magazines; it helped her in devising her own plots, analyzing proper dialogue and action, etc. The thought arose that other writers would be similarly helped and thus was born the idea for a profitable avocation!

How It Works

She carefully outlines current fiction stories appearing in outstanding national publications. She briefly analyzes the plot, dialogue, and character sequence, then summarizes the manner in which the author handles his story that makes it acceptable. She secures her customers through advertisements in writers' magazines. Most writers appreciate this service, because first, it serves as a "thought-nudger" in creating their own plots, and second, as a concrete lesson in the proper writing procedure for their stories.

Possible Profits

The service is monthly, selling for \$2.00 a month. She now has 58 regular customers. Since her expenses are negligible, consisting of postage, advertising, and mimeographing, she averages some \$22 a week for spare-time work.

LOCAL ODD SPOTS

The Plan

Every town has its "odd spots"—a quaint lecture hall—an unusual night club—a unique opera house. Listing these places in book form has been the means of making a nice livelihood for one New York woman.

How It Works

"The idea of such a book occurred to me when friends, visiting my town, always inquired concerning unusual places to visit. I reasoned that other visitors—and even local residents—would be interested in such information. I secured the editorial material through personal observation, newspaper contact, and library research. After working it up in attractive form, I made the rounds of prospective advertisers such as hotels, movies, night clubs, etc., since the book would obviously be read by people in the market for entertainment. When I had secured a substantial amount of advertising, a printer agreed to finance the printing of the book. Distribution was made through hotels, bus depots, railroad stations and newsstands.

Possible Profits

"The booklets sold for 35 cents each, and the advertising rates were \$50 a page. I have cleaned up a lump sum of \$375 on the booklet."

MAKE-BELIEVE SOCIAL LETTERS

The Plan

Writing "make-believe" letters to persons anxious to receive correspondence is a novel part-time occupation which is reaping substantial returns for an aggressive young man in Passaic, New Jersey.

How It Works

An aged couple, childless, wanted to receive "typical" letters from a "typical" child attending college; a spinster, denied romance throughout her life, requested "romantic" letters from a mythical lover; another woman desired letters that coached her on social and personal graces; still another person, unsuccessful in self-discipline, wanted letters reprimanding him in a fatherly tone. This correspondence filled certain voids in their lives. He typed the letters and sent them out at intervals, as requested. His customers were secured by placing an advertisement in his local newspaper announcing this unique service. He was surprised at the large number of requests for this "make-believe" correspondence.

Possible Profits

His rates are \$3.00 a month, on the basis of a letter each week. With some 37 subscribers, he has been able to earn about \$90 a month.

POLITICAL PUBLICITY

The Plan

Whenever election time comes around in his locality an alert Chicago newspaperman—with writing talent—“cashes in” by handling publicity for political candidates.

How It Works

The publicity material generally consists of letters, biographies, newspaper write-ups, and other promotional work. He secures this work by sending typed letters to would-be officeholders, offering to produce all necessary publicity. Since their election depends to a great extent on getting their names and platforms before the public, most politicians need not be persuaded as to the value of publicity to them. He has thus secured a large number of these political candidates as his clients, and repeats the process each election. In several cases he has also handled radio script on programs sponsored by his political customers.

Possible Profits

His fee is paid upon a retainer basis, varying from \$25 to \$200 for each campaign, depending on the importance of the candidate and the nature and extent of publicity work required.

VIVID ADJECTIVE PHRASES

The Plan

As advertising manager of a Milwaukee department store, there was constant need to think up vivid adjective phrases describing products, to be used for copy in radio scripts, newspaper ads, circulars, etc. For his own convenience, he compiled a list of choice adjectives—and this led to the publishing of a pamphlet embodying this information, selling to advertisers and to advertising agencies.

How It Works

Adjective phrases contained within the pamphlet consisted of such thoughts as “lovely as a poem,” “colorful as a painting,” “scintillatingly different,” “makes you look adorable, be adored,” etc. These phrases were general in scope and adapted to most “copy”; they served, also, as ideal thought stimulants, enabling the advertisers to assemble their ideas. The pamphlet was produced in mimeographed form, and typed explanatory letters sent to advertising people stating its advantages. The response was immediate and very satisfactory. Later, a small advertisement placed in local papers brought additional customers—even from many outside the advertising field.

Possible Profits

The booklets sold for 50 cents each and cost only 7 cents each to mimeograph. As a result of such large profits, he earned about \$480 from the booklet with only limited promotion.

RETAIL STORE PUBLICITY

The Plan

If you reside in a large city containing community and foreign language newspapers . . . and if you are skilled in writing . . . then you have the same chances for abundant profits as does a young Chicago woman who operates a publicity bureau in conjunction with these papers.

How It Works

She says: "First I saw the business managers of the various neighborhood and foreign language newspapers in my town. Their standards are not as rigid as larger metropolitan newspapers, and they assented to my buying space in their papers for publicity articles, at regular advertising rates. I then typed out explanatory letters to local merchants. I offered to write up publicity articles for them containing personal and business information; in many cases, their photos were included. They enthusiastically agreed, since most people are eager to receive personal publicity, and then too, publicity articles are more effective than paid-for advertising.

Possible Profits

"My charges by the newspaper was \$1.00 a column inch for their space. I received payment of \$3.00 a column inch from merchants for publicity articles. This gave me 200 per cent profits, and as a result I have been earning some \$25 weekly in my spare time."

RURAL SCENIC SPOTS

The Plan

"I live in a western city surrounded by a number of rural communities with interesting scenic spots. Motorists and visitors often inquired about the more beautiful scenic places for outings and tours, and this gave me the idea of writing a *Rural Scenic Spots* booklet. It has brought me a nice part-time income.

How It Works

"Research in local newspapers, libraries and personal visits to the beauty spots gave me my material. I secured photos wherever possible, and included outing maps—showing exactly how to reach the various places from the city. I then got in touch with local merchants, securing substantial advertising for the booklet, since it had definite and permanent reader's interest value. As a result of these advertising commitments, a local printer offered to finance the publication of the booklet. It was sold through local newsstands, bus and train depots and hotels. A new and revised booklet is issued annually.

Possible Profits —

"The advertisements brought a rate of some \$50 a page, while the booklet itself sold for 25 cents. After paying the printer, I earned about \$280 for the publication of each book which took up about five weeks of my time."

SHORT PARAGRAPHS

The Plan

Are you the "fifty-yard dasher" as a writer, rather than "cross-country?" In other words are you more skilled at writing short essays rather than long articles? Then a lucrative income awaits you writing and selling short paragraphs to many newspapers and magazines throughout the country.

How It Works

This material comprises a medley of subjects, such as science, literature, sports, history, art, and almost all other topics. The information is written up tersely and interestingly—about 8 lines for each paragraph to be used by publications as "fillers," that is, to "fill in" small spaces between the longer articles when making up the paper or magazine. Most of the information for these paragraph fillers may be derived through research in encyclopedias, science books, and other volumes. After you have written up a number, classify according to topics, type them up neatly, and then submit them to a selected list of publications. You will find a list of these magazines in any of the writers' market magazines.

Possible Profits

Payment for these paragraph fillers averages about \$2.00, and since volume sales may be achieved, a good income is assured for consistent production.

STORY PLOT IDEAS

The Plan

His imagination was active, and he found it easy to improvise story plots around any type of situation. Utilizing this talent, an aggressive salesman in Iowa has now developed a sizable part-time business.

How It Works

Authors very frequently run dry of ideas for their stories. The Iowan submits various plots which he has carefully worked out, and several are usually accepted. He first collaborated with local authors, but later inserted classified advertisements in writers' magazines and gradually secured a large clientele. Subsequently he classified his plots, e.g. sea stories, detective stories, western stories, etc. They are submitted to authors in neat, typewritten form.

Possible Profits

A flat price for these plots runs to \$3.00 each; occasionally he co-operates with successful authors on a share-of-the-proceeds basis. His earnings average \$25 weekly for his spare time.

UNDERWORLD SLANG

The Plan

"Moll," "flatfoot," "stir" . . . underworld slang like this has become the means of yielding a lucrative part-time income for one enterprising young man in Maine. He compiles lists of underworld argot and sells them to authors seeking material for detective stories.

How It Works

He secured most of his words through personal contact with his local prison warden who supplied him with many underworld expressions. Additional facts were secured through rummaging in detective magazines and newspapers. He then inserted a small advertisement in several writers' magazines, offering to sell these lists to authors. The lists were submitted in typewritten form.

Possible Profits

Each list sells for \$1.00, and contains over 2,000 different underworld expressions. Since his expenses were slight, he netted some \$60 a month through this pleasant, part-time work.

WRITING VERSES

The Plan

Do verses, rhymes, and jingles come easy? Are you adept in grouping clever poetic phrases to produce interesting thoughts? Then you have the same money-making opportunities as a farmer's wife in Wisconsin who earns \$30 a week in her spare time. Her only equipment is a portable typewriter and a rhyming dictionary to help her when she is stuck for a line.

How It Works

After consulting various writers' magazines she familiarized herself with poetry markets and the requirements of magazines. In addition to poetry magazines, there are also many popular publications that carry "poetry corners." Another outlet for poems is in the commercial field. Clever rhymes and jingles are sought by merchants as attention-getters for their advertisements. So are catchy slogans such as "We have the Modes from Tip to Toes" (for clothing store) or "Beauty and the Beach" (for bathing suits). Radio fill-ins and song lyrics constitute additional markets. Verse cards are also good profit-producers. Card manufacturers pay well for appropriate verses for greeting cards for birthdays, anniversaries, weddings, condolences, etc.

Possible Profits

Earnings range from 25 cents a line and up for poems, to 50 cents a line and up for greeting cards, with higher rates for lyrics.

JUVENILE STORIES

The Plan

"My children and their young friends always listened to my stories eagerly, and I was told that I could improvise interesting and exciting juvenile stories. This started me on the plan of writing juvenile stories for hundreds of magazines in this market, and I have augmented the family income considerably.

How It Works

"It is really simple if you find the knack, to write this type of story. The principal rule to remember is that it must be simple and natural and sound as if you were talking to the child before you. Create interesting juvenile characters, suspense, and a moral ending, and you will find that words just flow. As my experience grew, I worked up a series of stories based upon real characters which has been running for over a year in a well-known magazine. I would suggest that you first study the juvenile magazine for which you intend to write, to familiarize yourself with its editorial requirements.

Possible Profits

"Juvenile stories sell at regular magazine rates of about 2 cents a word. With fair production, writing about 6 hours a day, I have been able to earn about \$30 a week consistently—and that money certainly comes in handy."

CARTOON GAGS

The Plan

Composing cartoon gags for magazine cartoonists has enabled an imaginative clerk in Duluth, Minnesota, to make a profitable part-time income. He has thus utilized his talent for describing everyday situations in a humorous manner.

How It Works

He first worked up gags for cartoonist friends. After gaining proficiency, he advertised in writers' magazines, offering to improvise gags for cartoonists everywhere. He submitted the gag to the cartoonist and the cartoonist would create a cartoon adaptable to the situation. They would then share the profits on a 50-50 basis. There are about 2,000 magazines throughout the country that are in the market for cartoons, so that his opportunities are limitless.

Possible Profits

Magazines pay from \$10 to \$50 each for these cartoons, depending on the value of the cartoon and the character of the publication. He averages some \$40 a week from this type of work, and incidentally enjoys himself doing it.

COLUMNIST

The Plan

There is always a market for interesting news and feature columns in most newspapers, and this can form the basis for lucrative part-time work.

How It Works

If you have a knack for writing and a nose for news, it should not be difficult to create a novel column idea. Subjects may be theatrical news, local news notes, scientific oddities, food news, political analysis, and other subjects. Write up several specimens of the column that you contemplate, and submit them to your local newspapers. The more local color that you can inject into your column, the more salable it becomes. Each column should run approximately 1,000 words.

Possible Profits

These columns usually run each day in newspapers of daily issue. The weekly payment is about \$25 a week—and you will find this work interesting and enjoyable.

LOCAL COLOR LISTS

The Plan

A Vermont mother is earning a good income by writing and selling "local color" lists to writers and authors, providing them with facts and "thought nudgers" which help them write their articles.

How It Works

This data is classified according to such subjects as (1) Sea and Navy (2) Doctor, Nurse, and Hospital (3) Air (4) Army (5) Fire (6) Radio (7) North woods (8) Pennsylvania Dutch (9) Railroads (10) Lumbering, etc. She sells each of these lists separately, in accordance with the type of material that the writer requires. She secured customers through inserting an advertisement in writers' magazines. Material for inclusion within these booklets was obtained through research in library books on many topics.

Possible Profits

The manuscripts sell for 25 cents each. With 5 cents of the proceeds going towards typing and mimeographing the pamphlets, and 10 cents each as advertising expense, she had earned \$85 a month from this project.

POLICE EXPLOITS

The Plan

Equipped with a nose for news, a young Wisconsin woman earned \$350 in two months through the sale of a series of articles on "State Police Exploits," syndicated through a group of newspapers in her state.

How It Works

Each state has its own state police force, and its members figure in many exciting and harrowing adventures in the course of duty. She interviewed the captain of her local state police, and received a full account of his most unusual experiences and those of his force. She then wrote these up in dramatic fashion, with each article devoted to a new exploit. The series appeared daily, and was widely read because of the local interest and dramatic news value of the feature.

Possible Profits

Payment averaged about one cent a word for these articles from each newspaper within the syndicate group. The feature ran daily for two months, until the list of exploits was exhausted.

REAL-ESTATE MAGAZINE

The Plan

Almost any real-estate concern would jump at the chance to get an attractive 16-page magazine printed for them (under their own name) for distribution to their prospects. Yes, they'd be delighted to get this service, especially if it were free! . . . You can furnish this, and also earn a splendid income for yourself. An ambitious young man tells how he successfully carries out the project.

How It Works

"First, I compile the editorial matter for the proposed magazine. This comprises articles of interest to the home owner and prospective home buyer, such as building maintenance, interior decoration, architectural modes, gardening, etc. I then contact my local real-estate concern and offer to make up some 3,000 of these magazines for them, imprinted with their own name—without any charge to them. All they must do in return is to give me a list of business firms they patronize, and a letter authorizing me to contact these concerns in their behalf, soliciting advertising for the magazine. A great number of concerns depend upon the consistent patronage of realtors. These include plumbers, carpenters, architects, masons, painters and decorators, and numerous others. They appreciate this important patronage and are willing to reciprocate with an advertisement in the magazine. I therefore found little resistance in securing enough ads to fill the magazine. Later

I increased the profits of this publication by contacting real-estate concerns in nearby towns on the same plan.

Possible Profits

“The approximate cost of printing 3,000 magazines, about 16 pages, would be about \$150. The ads sell for \$50 a page, so that three pages pay the cost of the magazine and six pages of ads yield a profit of \$150 a month. The same magazines with the same reading matter, may then be sponsored by other real-estate concerns—imprinting their individual names on the cover. This gives you an additional clear profit.”

CHAPTER II

LIKE RESEARCH?



LIKE RESEARCH?

If you like statistics . . . if you love rummaging through books . . . if you have a methodical mind, and a knack for sifting facts . . . then there are numerous ways in which your typewriter will bring you extra earnings. In all fields of manufacture and industry information is required on innumerable subjects. *You* can gather that information. In some instances your assignments will mean delving into library volumes, in other cases personal interviews are required. However, your typewriter equips you with a glorious opportunity for pursuing the work that you love while adding substantially to your income. The typewriter is indispensable in transcribing and tabulating the material and you must, of course, have typewritten drafts for final presentation.

AUTHORS' RESEARCH BUREAU

The Plan

"My friend, a successful writer, was in a mental knot. 'How,' he implored, '*how* does a *Zulu* native say "yes"?' He was also bewildered about several other facts to fill in for local color in an African jungle story he was writing. At that time I had just completed my senior year at college, and was equipped with enthusiasm, time, a portable typewriter—and no money. My friend's odd questions supplied the prop that hoisted me into my own business of 'Authors' Research Bureau.'

How It Works

"Of course, I didn't know an iota about *Zulus* or African jungles, but did know where and how to find facts in my local libraries. I dug up the information needed, for which he cheerfully paid me and then gave me further assignments. Soon I was doing research for another local writer . . . and then another . . . and now represent 15 different writers. My assignments include sea lore for stories about sailors; criminology, for detective stories, and a wide range of other subjects. And my typewriter is as great a help to me in this enterprise as it was in college. It helps me think out facts, correlate my material, and finally, to submit the ultimate report in neat, professional form. As I rummaged through those reference volumes, another source of revenue also unfolded—sorting unusual facts to be sold to authors and writers as 'plot idea' material. For example, the

fact that baseball players are superstitious about using the same bat as the previous batter supplies the germ for a good story for some sports story magazine. Writers are eager to get such 'thought nudgers.'

Possible Profits

"My rates vary, depending on the subject and the time required to find it. For short-story material, it will be as low as \$3.00, but for novel-size manuscripts, it will come as high as \$50. Plot-ideas sold for an average of \$5.00 each."

STAMP COLLECTORS' PAMPHLET

The Plan

His hobby of stamp and coin collecting led to a profitable avocation for a versatile young bookkeeper in Iowa. He issues a booklet listing current valuations for stamps and coins of all varieties.

How It Works

It is important for almost every stamp and coin collector to be "up-to-date" on current stamp values, so that he may be sure to get best stamps for his collection at lowest prices. He secured data concerning such valuations by contacting his local philatelic clubs and, in addition, through library research. There are many informative books on this subject in most libraries. He made up this material in pamphlet form, first typing the information, then having it mimeographed and bound. He sold the booklets through philatelic clubs, allowing the club a 15 per cent discount on each pamphlet sold to members. A small advertisement in his local newspaper and, later, in several national magazines, augmented his list of customers.

Possible Profits

His chief expenses consist of mimeographing and advertising, averaging about 8 cents for each pamphlet. Since he sells the pamphlets for 25 cents each, his profits are still substantial. He issues a completely revised pamphlet each year.

PROFITABLE HOBBIES

The Plan

Almost everyone has a hobby, and almost everyone is eager to make money. Combining these two truisms, an enterprising young Chicago woman is augmenting her income in her spare time by publishing a pamphlet listing profitable part-time hobbies, and explaining how they may be converted into cash.

How It Works

She analyzed the kinds of hobbies that are most likely to find a commercial market, such as woodworking, photography, writing, needlecraft, metalcraft, marionettes, etc. She then included brief "how to do" facts about each of these hobbies, and suggested where and how the products of this handicraft could be sold. The material for this booklet was, in the main, derived through research on the various subjects in her local library. Contacts of local dealers and manufacturers yielded much information as to prospective salability of the products. She first typed the booklet, then had it mimeographed, and eventually it was placed on sale through local newsstands.

Possible Profits

It cost her about 8 cents each to produce the booklets, which sold for 50 cents each. Deducting expenses of advertising, she was able to net \$350 during the first six months of sale of this booklet, and it is still attracting a large number of customers.

GENEALOGICAL RESEARCH

The Plan

"Delving into the 'family trees' of townspeople—and supplying them with information concerning their remote ancestry—has given me a splendid part time occupation to increase my income.

How It Works

"We all want to know about ourselves and our ancestral origins. Whether your name is 'Tyrell,' 'Brown,' 'Henderson,' or any one of thousands of names, a complete sketch of your family history is available in the Genealogical department of your local library (if you reside in a metropolitan area). If you live in a rural community, with limited library facilities, you may secure this information through the Congressional Library in Washington. After gathering the information, I prepared my paper for presentation to my customers. Another source of revenue also presented itself. My local newspaper, recognizing the 'reader interest' in this data, purchased my material for a series of articles regarding the derivation of townspeople.

Possible Profits

"People are glad to pay \$2.00 for each report in this service, and I have been earning \$13 weekly, in my spare time through the enterprise."

NAME LISTS

The Plan

"Gathering names has brought me big spare-time dividends," states an enterprising Nebraska teacher. She is one of a number of women engaged in this profitable, fascinating work.

How It Works

"I classify the names according to 'buying habit' and type them up neatly. They are then ready for sale to merchants, industrial concerns, and professional people who use them for mailing lists. The names should consist of people or firms who are prospective buyers of the customer's products or services. The name lists are compiled through references in newspapers, in city hall, courthouse, and Federal records, income tax reports, trade directories, and related sources. For example, names of newlyweds will sell to furniture concerns, insurance houses, clothing stores, and other businesses appealing to those about to establish a new household. Birth lists are salable to those who market juvenile merchandise.

Possible Profits

"Name lists sell from one to five cents for each name depending on the value of the names and the difficulty in obtaining them. The same list may be sold to many concerns."

ODD FACTS

The Plan

Gathering odd facts enables one Indiana housewife to earn substantial spare-time income.

How It Works

She studies carefully newspapers, magazines, books, encyclopedias, etc., and copies all items that contain unusual information, whether they pertain to people, plants, animals, trades, science, sports, or a variety of other subjects. Using her typewriter, she transcribes this data into neat short-paragraph form and then sells it to popular-type magazines for use as space "fillers" and in addition, to appropriate trade magazines. For example, an item about a plant family that eats beefsteak will sell to a nature study or a scientific magazine; an item about some unusual method for detecting criminals will sell to a detective-story magazine, and so on. There is an extensive and consistent market for such oddities. Another approach is also possible. After you have compiled a list of these oddities, classify them according to subject matter, and sell these lists to writers for use as story plot-ideas.

Possible Profits

Payment for these oddities is usually a minimum of \$1.00 each, but as high as \$5.00 each when they are exceptionally interesting.

ADVERTISING RESEARCH WORK

The Plan

By day he was a store clerk in a small Pennsylvania town. In the evening, however, his methodical mind and his typewriter became the tools which enabled him to make a good spare-time income as advertising research man. If you like meeting people, asking questions, and finding out the "why" of things, here is a lucrative occupation which may be performed almost everywhere.

How It Works

The large advertising agencies and industrial research organizations are constantly investigating some phase of merchandising. This alert young man secured a list of their names from the library, and sent a typewritten letter to each of them inquiring for any work in his neighborhood. He explained that his business experience made him competent to ask the questions they sent out, and ask them intelligently. He offered to visit farmers, business men, housewives or professional workers. Once he was accepted by an advertising agency or other concern as research worker, his services were solicited on a score of subjects. He was asked to ascertain the kind of breakfast food his neighbors used, on what day they generally shopped, whether they liked conservative or brightly-designed packages. This information enabled the advertising agency to form conclusions regarding the most suitable advertising campaign for that community. After he completed this survey, he

typed up the results neatly for presentation. Eventually, after he had gathered various data on different aspects of the buying habits of his community, he typed up a comprehensive analysis which he then sold as an independent survey to advertising agencies and to manufacturers of products contained within his survey.

Possible Profits

Prices vary according to the number of questions and the difficulty in securing them. Fifteen cents a questionnaire is usually a minimum price, however.

BOOK REVIEW PAMPHLET

The Plan

A Cincinnati clubwoman, fond of reading latest books, and skilled in writing reviews, hit upon a novel idea for earning part-time money. She compiled a book-review pamphlet, in co-operation with local book dealers.

How It Works

She read the latest books, which she rented from local rental libraries, wrote reviews of them in an interesting, succinct style, and added biographies and personality sketches of their authors. After compiling these reviews she contacted local book dealers, persuading them to sponsor a proposed book-review pamphlet, to be distributed to their customers each week, carrying their advertisements. This advertising message proved effective, and stimulated book sales wherever it was used. The book dealers were responsive to the plan, and about 12 of them contracted for her service.

Possible Profits

She secured \$25 for each page advertisement inserted by a book dealer, and grossed \$180 in all. Deducting printing expenses of the pamphlet, she averaged \$90 monthly through this work.

QUESTION-AND-ANSWER BUREAU

The Plan

"The spirit of inquiry hits all of us . . . Questions are always popping up in our minds and we'd like them answered. Many of these questions are statistical, requiring research. This inspired me with the idea of conducting a question-and-answer bureau which has since brought me splendid financial returns.

How It Works

"I began by inserting an advertisement in my local newspaper, offering to answer all research questions for a fee of 25 cents each. As I got into the swing of this work, I became more and more adept. I visited my local newspaper editor and offered to conduct a column, answering all questions and answers sent in by his readers. The charge would be 10 cents for each answer, which proceeds I offered to share equally with the newspaper. The editor agreed to the plan, since such a column possesses much reader interest.

Possible Profits

"Inquiries received through the mail total 800 a day, since the newspaper has a wide circulation. I have been earning \$35 a week, and have secured a good livelihood."

CONTEST PAPER

The Plan

Producing a pamphlet describing current contests throughout the country has been the means of a nice part-time livelihood for an active woman in North Dakota.

How It Works

Thousands of people are interested in answering contests, and she realized that such a directory should find widespread sale. She obtained data concerning current contests by going through latest magazines and consulting the writers' trade magazines. After being neatly typed up, they were available for sale. Customers for the pamphlet, distributed monthly, were obtained through advertisements in the classified columns of her local newspaper and several writers' magazines.

Possible Profits

The listing sold for 50 cents. Her actual expenses being only for typing and ads, she netted \$45 a month for just a few hours work.

SELLING SALES INFORMATION

The Plan

A business-minded housewife in Kansas has made substantial and consistent part-time money through the fascinating work of selling sales information.

How It Works

"I typed out a group of questionnaires with questions on equipment possessed, such as vacuum cleaners, refrigerators, automobiles, heating equipment, stoves, radios, pianos, furniture, washers, etc. I then canvassed the townspeople, giving each householder a questionnaire to fill out, thus learning just which products these people did not have, and were in the market to purchase, which would make their names extremely valuable to merchants handling such products. Later contacting these merchants, I was able to secure a good price for the list. To explain your call at the various homes, and to make the person more responsive, you might caption your questionnaire with some imposing title such as "Burlington Home Equipment Survey," or explain that you are gathering the material for a local newspaper (the newspaper will gladly print a news summary of your findings). People will thus be more responsive to you than to commercial canvassers. You will find that every call will offer you a lead for at least one dealer, while some calls will give you a lead for five or six dealers.

Possible Profits

"Because of the value of these leads, since each

prospect is in the market for expensive merchandise, each lead sold for 35 cents. Thus by making thirty calls a day, and averaging two leads for each call, you have made \$15."

TAX DIGESTS

The Plan

Who's "in the money" in your community? This information is contained in state and county tax digests which present incomes of people within each locality, as a means of computing and assessing taxes. One alert young woman is "cashing in" by listing names of the wealthy people in her community, and selling them to merchants interested in securing their patronage.

How It Works

She took her portable typewriter to the county seat and copied tax assessments. She included the name, address, district, and amount of money indicated. When completed, the list covered some 80 pages; she then rented a mimeograph machine, ran off sheets from the stencils, bought colorful cardboard folders at 20 cents each, had her books bound by a local printer, at a price of 75 for \$5.00. Her next step was to contact merchants in the town most likely to want these names; this was done through personal visits and through correspondence.

Possible Profits

The books sold for \$5.00 each and, on the basis of 75 books sold, was able to earn a net profit of \$255.

PHOTOGRAPH MARKETS

The Plan

Thousands of magazines, newspapers, photo syndicates, and certain industrial concerns, are always in the market for photographs on every subject. A young woman in Arkansas is netting herself \$25 weekly through the compilation of a pamphlet giving all the photo-purchase markets.

How It Works

"It struck me that there are thousands of camera 'bugs' in this country snapping pictures everywhere, who would naturally be glad of the chance to cash in on their hobby. This would also include professional writers who would be interested in regular sales outlets. As a result I determined to compile a photograph market handbook, which has netted me swell dividends. Data for the pamphlet was secured through study of the various writers' magazines and writers' market guides. After typing up the information, I rented a mimeograph machine, running off the material in the form of pamphlets. The information gave the name of the prospective purchaser, kinds and sizes of photos that he invites, and usual payment.

Possible Profits

"Finally I inserted ads in writers' and photographers' trade magazines explaining the contents of the booklet and offering its sale. The pamphlets sold for 50 cents each, and I sold some 1,000 of them within 5 months."

ADVERTISERS' PRODUCTION HANDBOOK

The Plan

A printer's assistant in New York compiled an "engraving and printing handbook" for advertisers and advertising managers, which is netting him a gratifying income.

How It Works

"While working as printer, I noticed that so many advertising people knew very little about production work, such as printing, engraving, etc. There are various aids and short cuts in this game which, if one is familiar with them, will insure a better job and help save money. This prompted me to publish a handbook on the subject. The booklet gave elementary facts about printing and engraving, listing them in a practical, brief manner. For example, it told how to save money when ordering engravings, how to compute paper costs in printing, how to submit drawings for engraving, and many other facts. The greater part of this information may be mastered by anyone familiar with printing, through discussions with their local engravers and printers, or by research in books devoted to the subject. My next step was to contact paper houses, printing companies, engraving companies, etc., interested in selling their products and services to advertising people. I pointed out to them the great value of placing their advertisements in this booklet. They readily agreed, since it reached a concentrated buyers' class, and the booklet had permanent reader's interest. I then

typed letters to advertising agencies announcing the sale of the book, and the response was good. Every advertising man appreciated the value of the booklet. On the basis of promised ads, a printer consented to finance printing.

Possible Profits

“I netted some \$725 in two months on this one book. Here’s how. The booklets cost me 10 cents apiece to publish. Some 1,000 copies were sold at 25 cents each to advertising agencies. In addition I received the equivalent of 15 pages of advertising at \$50 each page.”

HANDWRITING ANALYSIS

The Plan

By learning to analyze handwriting and thus give personality and vocational counsel, an enterprising Detroit clerk has cultivated a profitable part-time business.

How It Works

He studied several books on the subject of handwriting analysis, until he became familiar with the subject. When he felt thoroughly competent, he inserted a small advertisement in his local newspaper, and in several magazines of general appeal, offering to analyze character and vocational possibilities based on handwriting. The applicant would submit a specimen of his handwriting along with information concerning himself, such as place of birth, sex, and present occupation. A 500-word typewritten response would then be sent to him giving him full facts of his handwriting with suggestions on basic aptitudes and self-improvement. Since most people are interested in improving themselves, the response was widespread. Later his local newspaper asked him to conduct a column analyzing the handwriting of local notables.

Possible Profits

Each handwriting analysis secures a price of \$2.00. The main expense is advertising for customers and it is possible to earn in excess of \$30 weekly doing this part-time work. Newspapers paid regular column rates.

EMPLOYEE LETTERS

The Plan

As secretary to the head of a large industrial concern, a young Chicagoan aided his employer in the writing of weekly "pep" letters to the several hundred factory employees within the concern. These letters were inspirational and instructive, intended to increase the employee's efficiency and enjoyment of his work. An Idea! Why not represent other concerns, and write "Employee Letters" for them?

How It Works

These bulletin letters covered a variety of subjects of interest to the employee, such as factory safety, production efficiency, personal improvement, news notes, and similar subjects. He compiled a series of these letters and visited a number of large concerns, explaining the advantages of supplying these bulletins regularly to their employees. Information to be placed within the letters was secured through individual study of the organizations subscribing to the service, and also through library research in books on sales management, factory production, marketing, etc. The letters were written up in chatty, intimate, readable style, just as if the employer were talking to the employee personally.

Possible Profits

The service is sold on a subscription basis, \$75 a year for one letter each week, or 52 letters in all. With 10 different organizations as his clients, he nets a substantial amount for part-time work.

RESEARCH AGENCY

The Plan

Operating a general research bureau to supply facts on many different subjects has brought a good part-time income to a librarian in Michigan.

How It Works

"As librarian, people asked me thousands of different questions on all kinds of topics—and that's what started me in this work. I realized that many people, including writers, scientists, students, etc., would be in frequent need of such information. I announced my services through an advertisement in my local paper, and the inquiries came in at the rate of ten a day. Library research provided me with data covering all these inquiries. It's surprising how much information one can obtain through proper use of library facilities.

Possible Profits

"Rates for my services depend on the length and difficulty of the topic. Minimum is 25 cents, while intricate questions bring a price as high as \$1.00 each. Since most of my customers would submit their questions to me regularly, I built a splendid year-round business."

LIBRARY CATALOGUING

The Plan

Many people have a moderate number of books which they have accumulated over a period of years. Frequently they want to refer to a particular volume for some specific passage, but become discouraged after going through several books. This fact formed the nucleus of a profitable part-time business of library cataloguing for one Minnesota librarian.

How It Works

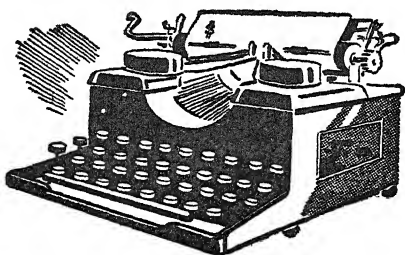
First starting out with her friends, and doing all their cataloguing, she then secured additional customers through an advertisement in her local newspaper. She cross-indexed the books on neat 3 x 6 index cards, according to author, title, and topic. This compares with the system employed by most libraries.

Possible Profits

Her charges vary from \$2.00 to \$10.00 for each cataloguing job, depending on the quantity of books. She is earning \$60 a month for part-time work, and has secured a consistent patronage.

CHAPTER III

BUILD YOUR OWN BUSINESS



BUILD YOUR OWN BUSINESS

“... what you can do or dream you can do, begin it. Courage has genius, power and magic in it. Only engage, and then the mind grows heated. Begin it and the work is completed” . . . GOETHE

Regardless of your talents, and whether you live in a small rural hamlet or a widespread metropolitan district, the typewriter is your modern Aladdin unfolding magical money-making opportunities. There are dozens of pleasant, profitable occupations awaiting your performance. Some of them may be worked exclusively at home, while others require some supplementary outside contact. Some are more adaptable to smaller towns, while others may be performed best in larger towns. The typewriter, however, is your inspirational force in initiating, and a basic factor in “putting across” your enterprise. That little idea which adds a few dollars a month to your income, and eventually earns you a few extra dollars each week, may gradually expand and become the basis for a profitable full-time occupation. Join the thousands now using the typewriter for its extra money opportunities.

CARTOONING COURSE

The Plan

She had a friend who was a talented cartoonist—she was skilled at writing and owned a typewriter. Together they organized a cartooning course which is reaping rich dividends.

How It Works

Many people aspire to become cartoonists, because of the profit and fame attached to this field. In addition, it is a form of art most easily attainable by the neophyte artist. They organized a series of 20 lessons written in so simple a style that a person with any talent at all could grasp the rudiments of cartooning. The explanatory material was first typed, then mimeographed. Specimen illustrations were drawn in pen and ink, or in wash, and then plano-graphed. In this way the material for the course was assembled in attractive form for mailing to prospective students. Customers were secured by typing informative letters to amateur artists in town, by placing a short advertisement in the local papers and, eventually, by advertising in the classified columns of several national magazines.

Possible Profits

The course of 20 lessons brought a fee of \$10 from each student, which yielded a net profit of \$6.00, after advertising and production expenses were deducted. This, then, left a substantial profit, especially since the pair now has about 120 students enrolled in the course, and new students enrolling regularly.

CORRESPONDENCE-COURSE EXCHANGE

The Plan

Thousands of persons throughout the country are prospects for correspondence courses. An aggressive young stenographer has boosted her regular income by organizing a correspondence-course exchange during free hours.

How It Works

She placed small advertisements in her local papers offering to purchase old correspondence courses on all subjects, e.g. engineering, radio, art, salesmanship, etc. She then placed a separate advertisement offering to re-sell these courses at greatly reduced prices. Replies to both these ads were many, and she was soon busy buying, selling, or exchanging these courses among her many applicants.

Possible Profits

She deducted 20 per cent brokerage commission from the sale or exchange of these courses and as the volume of her business steadily increases, so do her profits. Today her side line surpasses her full-time occupation.

CONVENTION TYPIST

The Plan

If you live in a town of 250,000 or more in population, you will be on hand for the numerous conventions that regularly take place. Merchants, professional people and industrial executives from all sections of the country usually attend, and convention business generally requires a great many typewritten letters, notes, and speeches. Hence a grand money-making opportunity for part-time typists.

How It Works

Contact the hotels and the Chamber of Commerce in your town, and secure a list of coming conventions. Obtain, also, the names of their secretaries and type a letter to each of them offering your part-time typing services for the convention. Perhaps you may affiliate with the hotel as a part-time convention typist, and be paid by the hotel. The convention typist should be skillful and rapid.

Possible Profits

The usual rates for convention typists are 20 cents a page, and less where quantity typing is desired. In view of quantity of work received, a substantial income should be realized.

CO-OPERATIVE MAILING

The Plan

An alert Michigan housewife added to the family income by organizing a Co-operative Mailing Bureau at which she worked during evening hours. She provided a service which enabled three or more non-competitive merchants to group their advertisement mailings within the same envelope—to be sent to the same prospects—and thus greatly reduce their postage expenses.

How It Works

“I first contacted five merchants in my community whose products didn’t compete and who tried to reach the same prospect—the home owner. These included a real-estate firm, a coal dealer, an insurance company, a furniture house, and a building modernization firm. I explained how, by grouping their mailing, they could reduce postage cost by one fourth without reducing the effectiveness of their literature. They were all enthusiastic about the plan, since postage comprises a major expense of direct mail advertising. I soon had 15 of such co-operative groups as my customers, and an average of 10,000 letters every month. Eventually many of them gave me their mailing lists and I did all the work.

Possible Profits

“I receive a fraction of a cent on each co-operative letter sent out and am paid extra for the typing and the stuffing of envelopes. I am now earning \$25 weekly spare time.”

ENVELOPE ADDRESSING

The Plan

"My typewriter 'earned its way,' and I turned my evening hours into profit, by typing names and addresses on envelopes and circulars for business concerns and others accustomed to sending out mail in volume.

How It Works

"Envelopes to be addressed are obtained from publishers, merchants, and especially instalment dealers who send out literature and bulletins regularly, mimeographers, and multigraphers. I called personally at addresses in the phone book and asked for a trial. For envelope addressing one must work with regularity and speed, and there is much of this work available.

Possible Profits

"Pay averages from \$2.50 to \$4.00 per thousand for typewritten envelopes of from two to four lines. The customer supplies the envelopes."

MAIL-ORDER BUSINESS

The Plan

We all get a "kick" out of opening fat envelopes and extracting dollar bills. It is possible to secure many such letters containing many such dollar bills by operating a mail-order business from your home, selling some universally desirable product.

How It Works

There is no limit to the type of merchandise that can be handled through the mails, but it is best to select something small and compact, and there should be an allowance of at least 100 per cent profit to make the venture remunerative. This will allow for advertising, cost of handling, circularizing, etc. Choose the proper kind of product by studying the advertisements of successful mail-order concerns in magazines and newspapers. Analyze the product and sales appeal used. The products may be sold either direct to the consumer or through salesmen. Salesmen are generally allowed a commission of from 40 per cent to 60 per cent. It is possible, in addition, to buy name lists of mail-order buyers, so that you can circularize them direct. Some of the products profitably sold through the mail are toilet and household preparations, books, stationery, foreign stamps, greeting cards, song books and music, religious articles, whole libraries of classics, formulas and many, many others.

Possible Profits

No limit; depends entirely upon your stick-to-it-

iveness, advertising and promotional ability, and the right product. It is possible to make a good living through mail-order selling, and it should be easy to net at least \$25 weekly.

VOCATIONAL GUIDANCE

The Plan

Have I chosen the right vocation? This problem disturbs many people and has, as a result, become the means of a lucrative part-time income to an ambitious Chicago schoolteacher.

How It Works

She first performed this service among her friends, and subsequently advertised in publications of general appeal. She offered to give complete vocational analysis for a stipulated fee. Upon receiving the application, she would submit a questionnaire, inquiring concerning the applicant's age, schooling, present job, etc. This data enabled her to gauge the qualifications of the writer, and to offer suitable vocational advice. Consultation of various psychology books yielded much information concerning questionnaires, vocational adaptability, and other necessary subjects aiding her in the work.

Possible Profits

She charged \$2.00 for each analysis. Receiving some 30 applications a week, she netted about \$25 a week after deducting expenses for advertising and miscellaneous expenses.

DUPLICATING SERVICE

The Plan

A college girl, and very much interested in advertising layout and writing, she thought of the following way to provide funds to see her through school: a duplicating service for neighborhood merchants who are eager to obtain an inexpensive method of advertising.

How It Works

"I approach the small stores in our neighborhood and offer my services for writing up the information the owners want circulated. After the material is assembled, I transfer it to duplicating plates and run the sheets off in the quantities desired. By use of a stylus, I have been able to reproduce simple illustrations. My first attempt met with marked success and now I have several assistants. My college expenses are thus amply covered and my problems successfully solved.

Possible Profits

"There are two ways to arrange for the payment of this service: represent the client for a fixed monthly fee for all services rendered during that period or charge for each job, according to the amount of work and number of circulars put out."

PUBLIC STENOGRAPHER

The Plan

Build a business of your own—earn unlimited profits—operate from your own office—by becoming a public stenographer doing typing of all kinds for people in your city.

How It Works

“Obtaining office space was my first problem. I contacted hotels and office buildings in my town, offering to do a proportionate amount of their own typing free if they would allow me office space for public stenography. One of the larger hotels readily assented to this plan, and arranged attractive office quarters for me. My clients consisted generally of salesmen and other visitors who were in urgent need for the typing of letters and other matters. Subsequently I secured concessions in two additional hotels in town on a similar basis, hiring two stenographers on a share-of-the-proceeds basis to handle this work.

Possible Profits

“There is no limit to how much you can earn as public stenographer. Much depends on the rapidity and neatness of your work and your promotional ability to put your service across. I have been earning some \$40 a week—with the chance to expand my business shortly.”

IMPORTANT DATES

The Plan

An enterprising college student earns a substantial part of his tuition and expenses by maintaining an "important date" file.

How It Works

Hundreds of persons with poor memories have important dates that they wish to remember, including birthdays of relatives, anniversaries, distant engagements, etc. The young man advertised in his local paper, stating that he would send a reminder postcard several days in advance to anyone who would list these dates with him. The responses were very satisfactory. Remembering important dates is usually a "thorn in the flesh" to most people. His own memory was kept refreshed by an efficient card-index system.

Possible Profits

He charged 10 cents for each date listed, and is earning \$65 a month for part-time work through this fascinating service.

BRIDGE AND BACKGAMMON LESSONS

The Plan

A brisk young matron, expert in the playing of bridge and backgammon, is earning part-time money through writing up and selling instruction pamphlets through her local clubs.

How It Works

She organized her instruction course in the form of ten successive lessons, starting with the fundamentals of the game and continuing with its more difficult aspects. These were typed up on separate sheets of paper. The instructions were written in a natural, easily understandable style—so that they could be mastered by even the novice. These lessons were then sold through women's clubs, giving them a chance to share the proceeds in accordance with their fund-raising programs. Additional customers were secured by inserting a small advertisement in her local newspapers. Her profits started almost immediately and have continued consistently.

Possible Profits

She sells the instruction courses for \$2.00 each, with 30 per cent of the proceeds reverting to the respective women's clubs selling the lessons. Since she has sold some 275 of these courses, her earnings exceed \$150.

SPEECH TYPING

The Plan

She was scanning the papers . . . announcement of scheduled speech after speech . . . each speaker requiring a typed copy of his speech to be submitted in advance to the clubs and to newspapers . . . inspiration! The young woman solved the problem of earning part-time money by persuading speakers to let her type their scheduled orations.

How It Works

Newspapers contain loads of these names daily. They're usually in club announcements listing the speakers who will address clubs for the forthcoming period. If the name of the speaker is given, get in touch with him personally, offering to type up his speeches in triplicate—so that one copy can be kept by him, one submitted to the secretary of the club before whom he is going to speak and one to the newspaper for publicity purposes. Names of speakers will also be given to you by the club secretaries. Once you have made a customer among these personages, you will no doubt get his repeat business for later speeches.

Possible Profits

The average speech is about 2,000 words, and the usual typing rate for triplicate copies is about \$2.50. It is quite easy to secure at least one typing assignment a day—which, in itself, should earn you \$15 weekly.

LOCAL TYPING AGENCIES

The Plan

You've noticed chain grocery stores, chain meat markets, chain florists—have you ever thought of chain typing stores? The idea is absurd, you'll say, since typing isn't done in stores and since opening a group of agencies would be prohibitively expensive. Yet one young woman in Detroit is operating a chain of 12 typing stores—netting her large dividends—and she is not paying a single cent for rental.

How It Works

She visited merchants in various sections of her town, asking them to insert a placard in the window with the words "We Do Typing Here" attractively painted in large letters. She does all the submitted typing work, and the merchant receives a percentage of the proceeds for acting as agent. Many merchants are glad to co-operate, since it brings extra profits to them and, in addition, enables them to perform an additional service for their customers. She thus has lined up some 12 different agencies in large stores situated in different parts of the city. She has built up a brisk business, receiving work from neighborhood residents and business people.

Possible Profits

Typing is done at usual typing rates: ordinary manuscripts, 10 to 15 cents a copy; 200-word letters, 25 cents each; envelopes, one and two cents each; bills and statements, about 5 cents each. Commissions to the storekeepers are 20 per cent, and she grosses about \$60 weekly.

LEGAL TYPING

The Plan

"I live in a town of some 250,000 population, with about 700 lawyers. It occurred to me that most of them were in constant need of typing, such as legal forms, briefs, abstracts, etc., and that some of them could not afford to keep a full-time secretary. As a result I have established a thriving legal typing clientele.

How It Works

"I canvassed various attorneys and explained my proposed service. In most cases they were happy to have me undertake the work, since it saved them the expense of a full-time stenographer. In work of this nature, promptness and reliability are important, as the work must be completed within the time allotted. I saw to it, then, that someone was always at home to take telephone messages when calls came through, and that they could reach me at once. Within two months I had secured for myself some 15 legal customers, who regularly phoned me for this work.

Possible Profits

"Charges for legal typing are somewhat higher than regular typing, because of the tedious, detailed work involved. My rates average about \$2.00 for each manuscript, and in some cases exceed \$10. I am now earning about \$27 a week."

PART-TIME CLUB SECRETARY

The Plan

Extra profits can be gained by doing part-time typing for churches, clubs, and charitable organizations within your locality.

How It Works

The above organizations have a constant need for typed letters, records, reports, bulletins, etc. In most cases they are not financially able to hire a full-time secretary to do this work. Get in touch with your prospects through typewritten letters, explaining your proposed work, giving your qualifications, and specifying your prices. Organize your time, so that you can devote certain hours each day to each organization, thus enabling you to serve a number at the same time.

Possible Profits

Rates, of course, will vary, depending on the organization and the type of work. On the average, however, you should earn about \$2.00 a week from each contact, and it is possible to average \$18 weekly through serving several organizations.

SOCIAL CLUB

The Plan

Clubs stimulate the social urge in most men and women, and they are eager to join. Start one of your own, make yourself the organizer and general secretary and guiding force, and reap profits from your typing and general supervision. One housewife in Toledo is netting \$17 weekly through a social club which she started.

How It Works

"I originally started the project among my friends; recommendations did the work of increasing the membership. As organizer and secretary, I plan the activities, perform the typing of notices of meetings, minutes, constitution, etc. It is also my duty to plan worthwhile activities, secure interesting speakers, and conduct bridges, debates, spelling bees, and other games with prizes to winners.

Possible Profits

"Membership fees are \$2.00 a person at the outset, from which I collect \$1.00 for my duties and supervision. As the membership increases, so does my income."

ADVERTISEMENT CLIPPINGS

The Plan

“While in idle conversation with my local furniture dealer, he complained that he constantly ‘ran dry’ of good advertising and merchandising ideas for his store, and how it would benefit him to know what others engaged in the same line of business, were doing to stimulate trade. Presto! An idea arose in my mind about organizing an Advertising Clipping Bureau, furnishing retailers with advertisements used by other merchants in similar trades. The project has been earning me a nice income.

How It Works

“I consulted as many newspapers as I could get my hands on, both local and out-of-town, and clipped out all the outstanding advertisements. Then I classified them according to trades, for example, shoes, furniture, jewelry, etc. These advertisements were then sold as a monthly service to the respective business concerns, and they thus had latest, up-to-the-minute references to what others in their line were doing to stimulate business. I now have many types of merchants subscribing to my service, and am starting to advertise for out-of-town concerns.

Possible Profits

“The service sells for \$3.00 a month, or \$25 for a full year. My only expense consists of subscribing to many newspapers, of clipping and pasting and of mailing. I net an average of \$45 weekly.”

RE-FORWARDING LETTERS

The Plan

“Fool Your Friends. Send Them Letters Postmarked *New York*.” This is the basis of a novel idea which earns good profits for an alert young woman in New York. The project is workable in most communities.

How It Works

She placed a short classified advertisement in one or two national magazines offering this service; as her responses increased, she placed the advertisements in additional magazines. The advertisement explained how applicants could “fool” their friends, and derive much fun, through sending letters to their friends postmarked with the name of her city. The idea appealed to many people as an opportunity for a “good joke” on their friends, and the response was gratifying.

Possible Profits

She charged 25 cents each for re-forwarding a single letter, and 10 cents each in quantities of five letters and more. She has been able to net \$35 a month for a few hours’ evening work each month.

RECIPES

The Plan

If you are a good cook, earn extra money by typing out your recipes and selling them. An easy way is through church guilds, charity bazaars, women's exchanges, etc.

How It Works

The recipes may be sold through the local guilds as a fund-raising enterprise, since they share in the proceeds. In organizing your recipe file, write up as many as possible—one hundred or more. They can be turned out on a duplicating machine from type-written stencils on 3 in. by 5 in. cards, and then arranged in recipe boxes. In addition to churches and charitable organizations, these recipe files, which make excellent gifts, can be sold through gift shops, etc.

Possible Profits

Such files should easily bring \$2.00 each on the basis of one hundred or more recipes attractively classified in a beautiful file box. Church guilds can sell the recipes for 5 cents to 25 cents each, retaining one fifth for themselves.

COLLEGE BLUE BOOK

The Plan

Residing in Ann Arbor, Michigan, a town which contains the state university, a young woman, employed as typist during the day, is earning a substantial part-time income through issuance of a "College Blue Book."

How It Works

This book is based upon data concerning sororities and fraternities and their various members. It lists names and locations of their houses, and includes historical data, names and biographies of members, their scholastic activities, etc. This information is easily received through contact with the various fraternities and sororities. The book is then sold throughout the university, while merchants are glad to advertise, since the type of student who belongs to a fraternity or sorority is usually well-to-do, and therefore a good prospective customer.

Possible Profits

The books sell for 50 cents each and are eagerly purchased by most fraternity and sorority members, comprising about 60 per cent of the student body. Advertisements secure a price of \$50 a page, since the book has year-round readability, and is therefore valuable to the merchant. She earns about \$450 for each issue—once a year.

ADDRESSOGRAPH STENCILS

The Plan

"I organized a profitable part-time business typing up addressograph stencils for local merchants and professional people, containing the names and addresses of the customers to whom they regularly mailed advertising and announcement material of various kinds.

How It Works

"Stencils for this typing may be secured in most stationery stores or through an addressograph company. I typed letters to prospective customers explaining my service. They were quite eager to have me do this work, since it saved them the much greater expense of a full-time typist. Several concerns also asked me to attend to the actual mailing—including stuffing the material within the envelopes, addressing the envelopes, filling in the names on letters, etc.

Possible Profits

"Dividing my time among seven customers, and charging each \$1.00 for 500 stencils, exclusive of supplies, I have been able to net about \$15 weekly, working only a portion of the day."

ADDRESSING WEDDING AND GIFT CARDS

The Plan

A housewife in Florida contributes to the family earnings by addressing wedding, gift, and Christmas cards in behalf of her friends and neighbors.

How It Works

Addressing in volume is usually a tedious and laborious task to most people; and they are, in many cases, eager to have this work done for them. The Christmas and the wedding seasons usually produce substantial work for her. She also inserted a short advertisement in her local newspaper, which brought her additional work. Once her customers are secured, they usually turn their work over to her regularly.

Possible Profits

Her addressing charges amount to \$2.00 a thousand. During peak seasons, when she secures volume work, she is able to net \$15 a week.

LOST DOGS

The Plan

An aggressive young man in Chicago is earning a good part-time income through typing regular report letters, in behalf of owners of lost dogs, listing their dogs as lost or stolen. These letters are sent to all the pet shops in town, enabling them to identify the pet in event it is brought to their store for sale.

How It Works

"I noticed that a state law prohibits pet shops from accepting lost or stolen dogs, and realized that a descriptive circular letter would enable them to identify such dogs, and restore them to their rightful owners. I then contacted owners of lost dogs and offered to include their names and addresses and also a description of their lost dog, in a regular circular to be sent to all pet shops in town. Lost and found columns in my local newspapers provide most of the names of my prospective customers, and every day there is a new batch of listings. Since new dogs are lost or stolen regularly, the revenue is consistent."

Possible Profits

He charges 25 cents for each listing and receives about 40 each week. His earnings, then, average about \$10 a week for doing easy, pleasant typing work.

MANUSCRIPT TYPING

The Plan

"I lived in a city that contained two universities, each with some 8,000 students. The thought occurred to me that these students should be in constant need of typing for the preparation of themes, theses, reports, manuscripts, and other papers. They would probably also require research work, editing and revision. As a result I have gained a large student clientele, supplying me with consistent work.

How It Works

"I announced my proposed services to students through notices on the various school bulletin boards, advertisements in the school papers, and word-of-mouth announcements. Once I secure a student as a customer, he brings me his work during the years that he remains at the university. Where any of these projects required research work, I found it easy to obtain the necessary information in the libraries of the universities. My work runs the gamut of typing, editing, research, binding books, and other miscellaneous duties.

Possible Profits

"Earnings are commensurate with the length and difficulty of the work. Ordinary typing is \$1.00 a thousand words, while the writing or editing of papers or research will bring prices varying from \$2.00 to \$20.00."

FORMULA SELLING

The Plan

A scientifically-minded housewife in Kentucky has helped the family finances by operating a mail-order formula sales bureau.

How It Works

Any person of average intelligence can compile and sell separately or in book form hundreds of useful formulas for food flavorings, remedies and household specialties, such as toothpaste, mouthwash, etc. It may be a secret recipe secured from your great-grandmother, one that you have concocted yourself, or one secured through library research in various chemistry books. By inserting an advertisement in a few suitable newspapers or magazines, you should receive several dozen purchasers a week. All formulas sent out should be complete in every detail and should explain in simple, everyday language just how to mix the ingredients. Also include information as to where to buy chemicals, boxes, labels, bottles, collapsible tubes, etc.

Possible Profits

Some formulas sell for as high as \$10 each, although the usual price is about \$1.00 each. Since these formulas are submitted to purchasers in typewritten form, your main expense is advertising. You should net a part-time income of about \$85 monthly—working at your home during the evening.

LAUNDRY-CARD ADVERTISING

The Plan

While unpacking a freshly-laundered shirt and removing the buffer card that laundries insert to retain the shirt's shape, a young Chicago bachelor conceived a brilliant idea for earning extra money.

How It Works

"It occurred to me that, since these shirts were received by men, the space on these buffer cards would have advertising value to concerns selling men's products, for example, clothing concerns, liquor and cigarette companies, radio firms and many, many others. I typed explanatory letters to a list of laundries, offering to supply them with free buffer cards provided they allowed advertising matter to be placed upon them. Some 12 different laundries readily agreed—it saved them much money. I then typed letters to a list of prospective advertisers, outlining the benefits of their ads upon these cards and secured advertisers for each side of the buffer card."

Possible Profits

The advertising space was sold upon the basis of "circulation." For example, they were charged \$200 for each 50,000 circulation for a period of three months and \$4.00 for each additional thousand. This meant he grossed \$400 on each card for each three-month period. He netted some \$175, after deducting expenses for purchases of cards, mailing, etc.

TELEPHONE ADVERTISING CARD

The Plan

"I was irritated . . . and lo! earned \$300 in three months as a result. The thing that irritated me was thumbing through a bulky telephone directory whenever I desired to phone my local merchants, public institutions, etc. For my personal convenience, I made up a list of telephone numbers most frequently consulted. And then came a thought—why not compile a quantity of cards, with popular telephone listings, for distribution to the public?

How It Works

"On a cardboard about 6 x 9 inches I listed some 60 names and telephone numbers of business concerns and public institutions such as police and fire departments, railroad and bus depots, post office, etc. The card is slit on the top, enabling its suspension over the telephone for 'handy shopper's reference.' Merchants paid for having their concern's name printed upon this card, and only noncompetitive concerns were included. I contacted them through typed explanatory letters. As the final step, I had some 10,000 of these cards printed and distributed to householders throughout the city.

Possible Profits

"Each merchant paid \$10 for his firm's listing, so that the gross profits were \$500, of which I netted \$300 after printing expenses were paid. This work requires only a small amount of time, and is repeated each year."

WHO'S WHO DIRECTORY

The Plan

Every person is interested in news about himself, and that formed the basis for a novel "Who's Who" Directory compiled by a clerk's wife in Seattle, Washington. She publishes one of these directories each season and enjoys a large subscription list.

How It Works

She secured biographical data concerning the various personages in town, such as their antecedents, their business and social activities, etc. She then arranged this information along with photographs in a "Who's Who," which she offered for sale. The book was attractively printed with the name of the buyer stamped on each cover in gold. A local printer agreed to finance the printing of the publication on the basis of future proceeds.

Possible Profits

She sold these books for \$5.00 each, while they only cost her \$1.75 each to print. Her profits, then, were substantial.

WHOLESALE PRICES

The Plan

"The pained ego of my small daughter Joan inspired me to find the means of augmenting my income. She complained that her chum, Sally, wore much prettier dresses than she. Questioning of Joan's mother elicited the information that she bought her daughter's dresses wholesale. She said it enabled her to manage nicely on a small income. Lo! an idea for making money.

How It Works

"By adroit questioning, and a canvass of directories of various trades by letters, I managed to secure a comprehensive list of manufacturing and wholesale companies who were glad to accept business direct from consumers. I subsequently listed their names, addresses, and products sold in classified form within this 'directory' which finally consisted of forty pages. I then typed this material on stencils and had it mimeographed on a machine which I rented. It was then ready for sale, and I secured many customers through a short advertisement in my local papers.

Possible Profits

"The companies participating pay a fee of \$10 each for having their names listed, while interested buyers pay 15 cents each for purchase of the list."

HOBBY COLLECTIONS

The Plan

An enterprising clerk in Arkansas bolstered his regular income through the publishing of a "State Hobbyist" booklet twice a year, listing the names of hobbyists and their hobbies in his state.

How It Works

He reasoned that most people have hobbies and are interested in knowing about others with similar hobbies. He secured the names of hobbyists by consulting local hobby clubs and through newspaper research. He then typed up this information, and persuaded a local printer to publish the booklet on a share-of-the-profits basis. Distribution of the booklet was made through local newsstands and by an advertisement in the local paper. The booklet was received enthusiastically because of its local interest and is now being issued regularly.

Possible Profits

Sale price of the booklet is 30 cents. Printing cost is only 5 cents each so that the profits are substantial. He nets \$25 from each issue of the booklet.

NAMES OF HIGH-SCHOOL STUDENTS

The Plan

Collecting and selling names of recent high-school graduates has provided a means of livelihood for one invalid woman residing in Peoria.

How It Works

"I recognized the value of such names to certain concerns and advanced schools. I realized that trade schools would be interested in contacting these graduates so as to secure their enrollment. Various merchants, such as clothing concerns and jewelry stores, would also be interested in selling their products to these young people, since they have reached that age where they are interested in securing clothes, automobiles, and similar items. There are some 20 high schools situated in my town, and I secured the names of coming graduates by contacting the high-school principals. I then typed these names neatly upon individual lists, and sold them by typing letters to prospective purchasers outlining the value of these lists.

Possible Profits

"Charges were \$1.50 for a hundred names, and \$12.50 a thousand. Since there are a substantial number of buyers, the profits are gratifying. In addition, several purchasers also requested that I do envelope typing and stuffing for them, bringing me an extra fee. I secure and sell new lists with a new graduation class each semester."

BIG MAIL

The Plan

Everyone likes to receive mail—lots of it. With this idea in mind, an enterprising farmer's wife in Indiana conducted a "Big Mail" bureau which yields a splendid part-time income.

How It Works

She inserted a small advertisement in a mail-order magazine, offering to send "big mail" for 10 cents, and received some 500 dimes with applications. She then contacted noncompetitive mail-order concerns, desirous of selling their products through the mail, offering to include their literature in her mailings to this name list. As a result, she obtained some 25 different pieces of advertising items to include within each envelope, which she then sent third-class mail to her mail list. As her list of names grew, and her clients increased, her business earned fertile profits.

Possible Profits

She derives earnings in several ways. First, through the original dime received for the "big mail" listing; second, through the mailing of the literature enclosed in behalf of advertisers, her charges being \$1.00 for 125 circulars. Finally, additional revenue is secured from supplementary orders for envelope addressing received from many of the firms.

SYNONYMS

The Plan

There are 2,000 ways for saying the word "said," and most writers require many such synonyms in writing their stories; they frequently hunt in vain for a new, apt, substitute expression for that over-worked word. One Oklahoma clerk made up a comprehensive list of these synonyms and has been selling them consistently for the past two years.

How It Works

He gathered most of the words by reading books, magazines and newspapers; dictionaries and thesauri also yielded a large number. He chose his words according to the "active picture" that they created, and according to their ability to apply to most situations involving the word "said." He then sold this list to writers everywhere, securing purchasers through small advertisements placed in several writers' magazines.

Possible Profits

It cost him a few pennies to make up the list and the advertisements averaged about \$2.00 each. Since he sold the lists for 50 cents each, his profits were large and he nets some \$50 a month from this part-time work.

MENU TYPING

The Plan

Since restaurants usually change their menus daily, there is constant need for typing. The majority cannot afford a full-time typist for this work, and realizing this, one Kansas housewife has established a lucrative side line typing menus for a number of local restaurants.

How It Works

Through correspondence and personal contact she canvassed all the restaurants in town. She found the majority of them eager to secure this part-time typing service, since it would save them a great deal of stenography expense. She arranged to appear at each restaurant for the typing at different intervals during the day, and was able to serve 8 different restaurants on this basis.

Possible Profits

Her charges to each restaurant amounted to about \$3.00 a week, so that her earnings were from \$20 to \$24 weekly.

INTELLIGENCE TESTS

The Plan

"As psychology teacher in a large high school, I realized that most people are interested in learning about themselves, especially about their 'I.Q.' or intelligence quotient. This provided me with the idea of selling individual intelligence tests through the mail.

How It Works

"I worked up detailed questionnaires, obtaining personal information from applicants. These facts included age, sex, biographical facts, and reaction to various situations. Also included were questions testing their general fund of knowledge. Data for such tests can be secured through studying various psychology books. I then inserted an advertisement in suitable newspapers and magazines, offering to supply such intelligence tests and thus provide the person with useful information concerning his abilities, his problems, and his work. The replies averaged 200 a week, because of the personal value of such a test.

Possible Profits

"My price for each of these tests was 50 cents. Since my largest expense was advertising, about 50 per cent of my profits, I was able to net an income of \$110 monthly, for pleasant work in my spare time."

BETTER ENGLISH BUREAU

The Plan

A Detroit schoolteacher was constantly queried by a friend, a professional stenographer, concerning correct grammar and spelling, and phrasing of words. This gave her the idea of organizing a Better English course.

How It Works

"I reasoned that there were hundreds of clerks, stenographers, writers and other professional men and women in my town, whose work required knowledge of the refinements of the English language, precise grammar and rhetoric, and the spelling of commonly-used words. I organized a course of English instruction in 15 lessons, proceeding methodically from fundamental English instruction to more difficult phases of grammar. This was written up in a simple, readable style that could instantly be mastered by any stenographer. Most of the material was easily collected through study of books on rhetoric, composition, and grammar. My next step was to meet the personnel directors of large industrial concerns, offering these courses for their employees. They readily realized how such a service would improve their employees' efficiency, and co-operated in persuading their employees to subscribe. Occasionally the employers themselves contract for this service in behalf of their employees. As a supplementary service, I offer free advice on all individual questions in English grammar to my subscribers."

Possible Profits

The service is sold at the price of \$5.00 a month, and with 75 customers now receiving instruction, her income is in excess of \$180 a month.

PART-TIME SECRETARIAL SERVICE

The Plan

In almost every town of any size there are many business and professional men who don't have enough office detail work to keep a secretary busy on a full-time basis, but do need some expert secretarial service if for only one day or a part of a day, each week. Too often, this work is either neglected entirely, or done in a haphazard manner. One girl of initiative who was unable to secure full-time employment found that by becoming a part-time secretary for many firms she earned more money than by working full time for one firm.

How It Works

She saw a number of storekeepers and other small business men, also lawyers, doctors, and dentists, and arranged to handle their work whenever they needed her. For some she worked two or three days of each month, for others only a few hours. She wrote letters, filed correspondence and kept simple records. The work kept her busy all week long.

Possible Profits

Part-time work of this nature usually pays better per hour than a full-time salaried job. You, also, can thus affiliate yourself with a number of employers, and by giving each of them some time, keep yourself busily employed.

BIRTH LISTS

The Plan

Collecting lists of local birthdays, and selling them to concerns interested in using this information for advertising purposes, proves a splendid part-time means of livelihood for one housewife in Oklahoma.

How It Works

Business concerns find such birth lists valuable. Informed of the birthdays of a selected group of persons, they circularize them with a congratulatory message on the occasion of their birthday . . . and tactfully include a sales talk concerning their products or services. This constitutes an intimate, personalized advertising appeal that proves very effective. The enterprising housewife consulted the birth records of her city hall for the data concerning local birthdays, and then typed letters to business firms explaining the lists, and the advantages of purchasing them. The response was immediate and enthusiastic.

Possible Profits

She sold the names for \$15 a thousand, and issued a new and revised list each year. Her side line is bringing her full-time earnings of \$22 weekly.

NOTARY PUBLIC

The Plan

A stenographer in Providence, Rhode Island, is augmenting her regular income by conducting a Notary Public service from her home. Her work includes the notarizing and typing of legal documents and personal papers.

How It Works

She received her notary seal by writing to the state registration department and after placing a sign in the window of her home, she was ready for work. Studying commercial law books familiarized her with leases, deeds, bills of sale and other legal forms which comprised the greater portion of her work.

Possible Profits

She charged 25 cents for each notarial impression, and from \$2.00 to \$10.00 for the typing and preparation of legal papers, such as leases, bills and others. This netted her some \$30 a month, in addition to her regular employment.

TRANSLATING BUREAU

The Plan

Versed in several languages, one alert young New York woman organized a translating bureau which is bringing her nice financial returns. Her work consists of translating letters for the foreign-born citizens of the city, and also extending translating services to business and industrial concerns.

How It Works

She placed a sign in the window of her home announcing this service; in addition she got in touch with persons influential in the foreign neighborhoods to advertise her work. Gradually she has added translating work from business and industrial firms receiving orders from foreign countries. She has made arrangements with a part-time staff of workers for translation of languages not familiar to her.

Possible Profits

Rates vary with the type and length of the translation, ranging from 50 cents to \$2.00 each. She works on a monthly retainer fee basis with several of the industrial concerns. Her net earnings are \$40 weekly.

TEACHING TYPEWRITING

The Plan

A stenographer enjoyed extra earnings by teaching typing at home evenings. It can be done with very little capital investment and is unlimited in growth and profit possibilities.

How It Works

She started by teaching typing to some of her friends, and later placed a short advertisement in her local paper for additional students. Two evenings a week—two hours a lesson—were devoted to the instruction. She organized a typing curriculum, methodically arranging the lessons so that the student could type well within the space of 20 weeks. Later she mimeographed her own typing manual, which she sold to students. As equipment, she rented several typewriters and stocked up with sufficient typing paper. To familiarize herself with proper instruction methods, curriculum, etc., she sent away for the catalogs of other typing schools.

Possible Profits

She charged \$1.25 each lesson, making a total of about \$45 for the entire 20 weeks. She now has ten regular students and splendid part-time earnings. Additional income is derived through sale of type-writing manuals at 75 cents each.

RENTAL LIBRARY TYPING

The Plan

Most rental libraries require a great deal of part-time typing. This includes title and date notices pasted on the inside cover of the book, shelf and exhibit cards, and also file cards for cataloguing purposes. Additional work required by these libraries includes weekly letters to customers reporting current books carried in stock. One California woman is earning splendid part-time money serving a group of rental libraries in her town.

How It Works

"I accumulated customers among rental libraries through personal canvass and explanatory typewritten letters . . . and there are loads of such libraries in every large city. I found that, in most cases, they were tickled at the opportunity of my doing this work, since it saved them the much larger expenses of a full-time typist. By devoting a certain amount of time to each of these rental libraries, I was able to work for nine different customers."

Possible Profits

Her charges vary from \$2.00 to \$4.00 a week for each rental library, and her earnings average about \$25 weekly.

MERCHANDISING COUNSEL

The Plan

Fresh from a university, brimful of energy, and trained in marketing and commerce, a young man organized a merchandising counseling bureau which has brought him rich dividends.

How It Works

He advised merchants on window and interior display, sales, advertising, delivery, and service methods applicable to their stores, and based on latest successful methods. This was sent to them in the form of typewritten bulletins distributed weekly. Merchants subscribed to this service on a biannual and annual basis. To collect his data, he studied papers in larger cities throughout the countries, analyzing the merchandising and sales methods used by the outstanding concerns. Personal observation, research in commercial books in libraries yielded additional information. He classified his merchandising counsel according to the respective businesses, thus individualizing his counsel. Merchants readily purchased this service—it contributed to the efficiency of their business, stimulated their sales, and kept them informed on latest sales methods in their particular line.

Possible Profits

The service was sold at the rate of \$10 a month to each merchant. Since his expenses were only \$1.00 for each member, he earned in excess of \$125 a month.

SALES-TAX PAMPHLETS

The Plan

Most merchants find themselves helplessly snowed under by a mass of figures when it comes to computing their sales tax; intricate bookkeeping is usually required in order to comply with the laws. A young Massachusetts bookkeeper "cashed in" on this situation by writing up simple sales tax bookkeeping instructions, to sell to the smaller retail stores.

How It Works

To familiarize himself with the subject, he studied sales-tax instruction books obtainable at the bureau of publications in most states. He then wrote up this information in simplified form, so that the average retailer could apply it to his own bookkeeping problems. He typed up the data, and then had it mimeographed on a machine he rented. He adapted his instruction to various types of business, and the individual problems that they were likely to experience. His next step was to see the merchants in his town, and he succeeded in selling a large number of these books.

Possible Profits

He sold the advisory service for \$2.00 for each pamphlet. Since his mimeograph expenses were only 15 cents for each pamphlet, his profits were large. In addition to his regular income, he is earning as high as \$95 monthly for this work.

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CHAPTER IV.

CAN YOU PROMOTE THINGS?



CAN YOU PROMOTE THINGS?

Do you have a pleasing personality? Do you like to meet the public? Are you a good organizer, and persuasive? If so, there are many, many ways for you to make extra money through the use of your typewriter. With the typewritten message you can sell yourself and your ideas to people. Your typewriter becomes a factor both in conceiving and applying your venture, and is indispensable in keeping the "ball rolling." Personal contact is also required—it is necessary that you get around to see people frequently. Nevertheless, the typewritten message paves the way. It explains your proposition, creates good will, and gives you a professional head start. Thousands of women, men, and young people are discovering that the typewriter earns its small cost over and over again through its great money-making helps.

RAZOR BLADE SERVICE

The Plan

"Ouch!" He cut himself with a razor blade while shaving; it was dull and he had neglected to buy new ones that day. But it was a lucky cut, for it stimulated a clever plan of how he could build up a lucrative part-time business. He launched a razor-blades-by-mail service.

How It Works

He reasoned that many people, like himself, were constantly forgetting to get new blades, causing scars and sundry annoyances. But what if they could secure a weekly supply of blades through the mails, regularly, much like receiving milk at the door each day, or books through the mail each month! This would solve their problems, constitute a great convenience to them, and a substantial source of profit to himself. He typed out explanatory postcards offering such a service at a specified monthly rate, securing names from his local city directory. The idea fascinated men, and he secured a large percentage of responses. He purchased blades through various wholesale sources at minimum prices. Organizing a card-filing system of his customers, he supplies them with a quantity of razor blades each week.

Possible Profits

He averages some 40 per cent profits after deducting wholesale cost of razor blades, cost of postage, etc. The charges are \$1.00 a month for twenty blades each month and he now has some 165 customers.

PARTY STUNTS

The Plan

She was the life of the party, and adept at planning clever stunts that would guarantee the enjoyment and success of all affairs. This talent led to the profitable money-earning side line of selling party stunts.

How It Works

The party stunts she created were novel and called for the participation of all present. For example, one such "stunt" consisted of a "Newspaper Party" complete with 12 invitations, four novel games and stunts, and unusual place cards—all prepared in journalistic style. Another party plan was entitled "Ye Merrie Olde England," and the invitations were illuminated scrolls, conveyed by a boy dressed as an English page. She secured customers by typing letters to a select list of prospects, and subsequently, by placing an advertisement in her local papers. A printer co-operated with her in printing the invitations, etc., which were included with these party stunts.

Possible Profits

She sold each of these party stunts for \$2.00 for the complete set. After deducting printing expenses, she netted \$1.00 on each, and since she now has about 50 steady customers, is earning a sizable income. Occasionally she is asked by her customers to work up individual ideas, adapted to their particular parties, which she does for proportionately higher rates, depending on the amount of work required.

BARTER AND EXCHANGE CIRCULAR

The Plan

"It is human to swap things," states an enterprising young Texas housewife. "Then again, practically all of us would like to dispose of 'white elephants.' With these thoughts in mind, I organized a 'Barter and Exchange Bureau' and issued a weekly typewritten circular describing the many articles that people in and around my town wanted to exchange, and for what.

How It Works

"I secured my first listings through personal contact among my friends. One man wanted to trade a banjo for a rug; a woman offered 20 jars of home-made jam—for what?—And so on. I then sent sample copies of the circular to a general list of prospective customers, and it wasn't long before I had many subscribers and listings. Everyone seems to be fascinated at the opportunity of bartering things. My expense consisted of paper and postage only, since my typewriter produced the circular.

Possible Profits

"The circular sold on a subscription basis for \$1.00 a year, while a commission of 15 per cent was charged on all sales and exchanges made through its columns. I thus profited in two ways. It is also possible, as your circular grows, to charge nominal rates for each listing."

CHURCH NEWS PAMPHLET

The Plan

"There were always many events and activities taking place in my church, and I felt that church-goers would like to be kept posted on them. This inspired the idea of a weekly church magazine which has increased my regular income, and requires only a few hours work each week.

How It Works

"I approached the minister of my church with this plan and he shared my enthusiasm. He agreed that the magazine would weld the interests of his congregation. He also offered me the use of the church mimeograph machine. I then secured from him a report of future activities and news of past events, including a description of these affairs and the names of the persons in charge of them. I typed up this material preparatory to the mimeographing, and subsequently issued an eight-page magazine. It was distributed free to the church members each Sunday, as they left the church. I then proceeded to interest several local merchants in advertising opportunities of the magazine, pointing out the guaranteed circulation made up of people who buy things. These efforts were rewarded by two full pages of advertisements.

Possible Profits

"My advertising rates were \$10.00 a full page, \$6.00 a half page, and \$4.00 a quarter page for each issue. Where they contracted for several successive issues, the rates were proportionately reduced. In this way, I averaged \$15 an issue, above the cost of mimeograph stencils and paper."

OFFICE-BUILDING MAGAZINE

The Plan

"I am a stenographer in a concern within a large Chicago office building, in which about 1,000 persons are employed. It struck me as odd that few were acquainted with those working outside their own office. On the other hand, I was sure that they'd like to know about each other—that they'd be interested in information about the girl working in the lawyer's office down the corridor, about the genial chap employed with the engineering concern on the floor above, and many others. Thus did I get the idea for a monthly office-building magazine which has yielded me a very nice extra income.

How It Works

"I told my plans to the building manager, and he enthusiastically added that the magazine would be splendid advertising for the building. He also suggested that restaurants, cigar stores and other stores within and near the building and catering to its tenants would be glad to place advertisements in the magazine. We then arranged that I should gather news material and type up articles for the magazine, and that he would solicit the advertisements and have the magazine printed on the building printing press. We would share fifty-fifty on the proceeds. During noon hours I secured social and business information and names of office workers in the building by interviewing the office managers of the various concerns. I then neatly typed the informa-

tion on my typewriter in readiness for printing. Meanwhile the building manager had sold three full pages of advertisements, 'paying its way.'

Possible Profits

"I had no expense at all, since printing was provided free. The advertisements were sold for \$25 per page, so that we averaged \$30 each month from the proceeds of the magazine. Not bad—considering it was work done in spare time and required only a few hours of pleasant work each month."

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PUBLIC RELATIONS COUNSEL

The Plan

A flair for promotion . . . a typewriter . . . and a nose for news . . . have enabled one Ohio bookkeeper to augment his income in his spare time, by representing merchants, politicians, inventors, and others in his community as their public relations counsel.

How It Works

His duties consist of planning and composing desirable publicity articles for release to newspapers and magazines. Glossy photographs are included wherever possible. He secures clients through explanatory typewritten form letters, and then studies their personal and professional characteristics for proper publicity angles. No matter how commonplace the subject seems, it often has publicity value. For example, your neighborhood shoe cobbler, established 20 years, has interesting recollections on changing shoe styles, may have cobbled his 100,000th pair of shoes (equal to the population of Rockford, Ill.), or has a customer who wears size 15 shoes. These are all interesting news "tips" which most newspapers are glad to print, and which will bring good publicity to your client.

Possible Profits

The young man writes: "Some of my clients pay me a retainer fee, normally \$40 a month, which covers all the publicity items composed around them. Others pay by the column inch, usually around \$2.00 for each inch of publicity secured."

RURAL PRODUCTS SALES

The Plan

Residing in a rural community, a farmer's wife has capitalized upon her typing ability by writing sales letters for the many farmers in her town, offering the sale of their farm produce to nearby city people interested in the purchase of these "fresh off the farm" commodities.

How It Works

The kinds of farm products salable to city people include maple syrup, hickory nuts, preserved and fresh fruits, eggs, honey, apple cider, etc. She lists these items and works up a persuasive sales letter, which is typed up and sent to a selected list of prospects, purchased from name-list companies. Small advertisements within the city newspapers constitute another means of securing customers. These products, received direct from the farm, constitute a rare treat to city people, and many orders are consequently received.

Possible Profits

Her compensation is derived first from payment for her sales letters and general typing, and second, from a 5 per cent commission from the proceeds on all products sold. She nets some \$18 weekly from this work, and has built up a permanent local business.

PERSONAL CONDUCT COUNSEL

The Plan

We know that advertising concerns will plan programs designed to stimulate business and assure the success of business firms. An aggressive California woman has varied this procedure; she "campaigns" for *individuals*, helping the unsuccessful or dissatisfied person to become a success.

How It Works

She operates the same as any advertising agency, but instead of studying the products or organization of a business concern she studies an individual's character and personality. She makes complete notes about that person, the reason for past failures, his basic abilities; she subsequently works up a "campaign" of recommended future conduct. Knowledge of psychology is helpful in this work; however, one may secure much of the necessary information by a study of psychology books in the library. The "campaign" is submitted to the applicant in neat, typewritten form. Customers for this service are secured through a short advertisement in the classified section of the local newspaper.

Possible Profits

Rates vary according to the character and extent of the work. Some consultations pay a minimum of \$5.00, while more extensive ones will net her from \$15 to \$25. She is averaging about \$30 weekly from this work.

PEANUT-BAG ADVERTISING

The Plan

“\$275 clear profits every football season cannot exactly be called ‘peanuts,’ yet it is through peanuts that I have been able to clean up this sum and establish a profitable business for myself.

How It Works

“In attending the various college football games—with their umpteen thousand attendance—I noticed that almost half the people would buy peanuts in neatly-wrapped white bags. 25,000 or more people at one game or 150,000 during the five home games—what a splendid ‘circulation’ for an advertiser to reach. An idea! I interviewed the business department of the university concerning the purchase of the ‘concession’ on the peanut bags for advertising purposes; the novelty of the idea appealed to them, and they quoted me a very low price. Then I went to prospective advertisers—such as taxi companies, movies, night clubs, and others. Since people attending football games are usually in a mood for entertainment and to spend money, their ads reached a splendid customer class. It didn’t take long to get two advertisers, one for each side of the peanut bag.

Possible Profits

“I pay \$15 each season to each stadium for the privilege of leasing the concession on the peanut bags. I sell each advertisement for \$50 for the season.”

TRAVEL BUREAU

The Plan

An enterprising stenographer is enjoying a nice supplementary income by bringing together prospective travelers and car owners who travel. They share expenses, and thus reduce traveling expenses by half.

How It Works

Many car owners—such as salesmen—are constantly traveling along specific itineraries. She secured their names, and the approximate dates and routes of their travels, by explaining her service in a newspaper advertisement. Another advertisement in the “travel opportunities” column of her local paper brought her in contact with prospective travelers desiring rides on a share-the-expense basis. Gradually, as she became well-known, she was constantly phoned by car owners or travelers for arrangements, and has thus built up a flourishing business.

Possible Profits

She secures payment on a brokerage basis—10 per cent of whatever charge is made by the car owner. Her earnings exceed \$25 weekly.

CHILDREN'S LIBRARY

The Plan

She loves children, she is fond of books, and she is a good organizer. These constituted the personal ingredients that add up to substantial part-time profits for one small-town woman in Indiana. She has organized a juvenile library and playroom in her home for local children.

How It Works

By consulting her local librarians, she was informed as to what books were most favored by children, and then equipped herself with a supply of books at a small cost from a second-hand book store. She also equipped this "library" with children's games, such as erector sets, sculpturing materials, chemical sets, jig-saw puzzles and similar games so endearing to the child. The place has become an ideal rendezvous for the tots when their mothers attend their bridge clubs and as a social meeting place with other local children.

Possible Profits

She charges \$3.00 a month for each child and with 30 members, nets about \$75 a month for pleasant, interesting, part-time work.

THEATRICAL PROGRAMS

The Plan

"Tell your local theater owner that you will supply him his weekly programs free of charge—in most cases he'll jump at the idea. It's saving money for him, and likewise will make substantial part-time money for you.

How It Works

"Let us say some 2,000 programs are distributed weekly by the theater. I secured a sheet of paper 10" by 15" and folded it, each page measuring 10" by 7½". I ruled each page lengthwise in three columns, which made each column 10" long and 2½" wide. I then allotted half this space for his theater program, and the other half for advertisements which I intended to secure from neighboring merchants. Getting the ads was easy, since most merchants realized that they were buying tremendous advertising value. I secured most of my customers by sending persuasive sales letters in typewritten form. The complete four-page folder now contains 60 column inches of advertising space.

Possible Profits

"Selling the space at \$1.50 a column inch brings me a profit of \$90 for each program or \$180 a month, which isn't bad for a few hours' work. In many cases, advertisers have signed up for annual contracts, so that I can run their ad steadily for a full year."

VISITORS' BULLETIN

The Plan

"Living in a large city with many hotels which are visited daily by buyers from large concerns throughout the country, it occurred to me that I could profitably put out a 'visitors' bulletin' announcing the arrival of these buyers, which would be useful information to manufacturing concerns interested in selling their products.

How It Works

"I compiled my information, listing the name of the concern each buyer represented, the products he commonly purchased, and the hotel where he was stopping. This data was secured through the clerks at the hotel; they were glad to supply the facts, since it meant publicity for the hotel. Most buyers reserve their hotel rooms in the name of their concern, and the hotels thus become familiar with the companies they represent.

Possible Profits

"I sell some 50 of these visitors' bulletins weekly. They sell for 25 cents each, while my expenses for mimeographing them was 5 cents each. I thus earned some \$10 weekly for this part-time work."

TOWN DIRECTORY

The Plan

One young man, residing in a city of 250,000 population has established a splendid part-time business publishing a regular "town directory," giving names and addresses of important institutions, locations of various streets, description of transportation facilities, and other important facts.

How It Works

The book lists all public institutions, such as police and fire departments, hospitals, railroad and bus stations, etc. It includes, in addition, names of streets and their location; further information consists of local transportation facilities and how they may be used most efficiently. After compiling and classifying this information, he then got in touch with merchants with the plan of selling them advertising within the proposed book. Such advertising has definite value, since the reader interest is constant, and the directory is thumbed regularly. A local printer agreed to finance the printing, pending receipt of proceeds through sale of the booklet and payment for the ads.

Possible Profits

The books sell for 15 cents each, and cost only 5 cents each to print up in large quantities. In addition, advertising yields a substantial revenue, selling for \$25 a page because of its year-round value. His proceeds amount to \$500 a year on the book, which is revised regularly.

COMMUNITY SHOWROOM

The Plan

A farmer's wife is contributing to the household income by reserving a portion of her home as showroom, exhibiting and selling home-made produce, such as canned and bakery goods, prepared by her neighbors.

How It Works

She reached prospective exhibitors by personal visits and typewritten letters. Upon receiving products offered for sale, she arranged them attractively in a well-lighted space in her home, usually the parlor. Subsequently she sent out sales letters to a prospect list, advising the prospects of the products to be purchased within her home exhibit. Townspeople became accustomed to bringing their commodities to her home for sale, and she has established a permanent business.

Possible Profits

She secures a commission of 15 per cent of the proceeds on all articles sold through her home, and is netting \$8.00 weekly in her spare time.

PLANOGRAPHING SERVICE

The Plan

"Planography" is an offset printing process similar to mimeographing, enabling the reproduction of photographs and copy without the preparation of costly cuts. The planograph job usually requires a great deal of typing, since it saves the expense of setting type. These facts inspired one enterprising housewife to earn part-time money doing planography typing.

How It Works

She solicited the substantial merchants in town for their planography work, which includes circulars, catalogs, bulletins, letters, and many other types of advertising literature. She performs all the necessary typing for this work, consisting of price lists, tabulations, letters, etc. The typing must be clean and careful (through a carbon or silk ribbon). A local planograph concern informed her as to the more technical phases of the planographic work, such as presswork, composition, reproduction of pictures, etc. Additional work that she secures consists of pasting, some hand lettering and simple drawings.

Possible Profits

Rates vary from \$2.00 to \$10.00 each for typing on different jobs, plus miscellaneous charges for general work. In addition, the planograph shop paid her a commission for giving them the work which she created, and her own business.

NEWLYWEDS JOURNAL

The Plan

\$525 in two months! That's what an enterprising Washington housewife earned through writing up a premium booklet of interest to "just married" people, and selling advertising space to various concerns.

How It Works

"First I wrote up my editorial matter. This consisted of recipes, household hints, beauty advice, care of baby, etc., which would interest such newlyweds. Armed with a 'dummy copy' showing this material in an attractive book layout, I visited prospective advertisers, such as dairy companies, furniture concerns, laundries, real-estate firms, etc., and secured ads. My next step was to get names of newlyweds by searching court records, newspapers and magazine columns. Over a period of two months I compiled a list of 1,500 such names. Upon the printing of this book, it was sent free to all these newlyweds. A printer agreed to finance the printing, because of my advertising contracts. Some 20,000 of these books were printed and I send them to newlyweds.

Possible Profits

"The advertisements sold for \$50 each page. Merchants were glad to pay this amount because of its large circulation, and the fact that it reached people in the market to purchase their products or services; in addition, the book had permanent readability. I netted some \$500 after paying the printer."

TOWN FAIR PAMPHLET

The Plan

"I wrote up and published pamphlets in connection with the frequent affairs, celebrations, and jubilees held within my city, county, and state, and have, as a result, netted good part-time earnings.

How It Works

"Almost every town has its regular fair or other celebration, attracting townspeople and outsiders. An historical pamphlet concerning the town is therefore appropriate and possesses definite souvenir value. I included full information concerning the growth of the town, its residents, its business people, its outstanding politicians, and its industries. I found little difficulty in persuading local merchants to insert advertisements within the pamphlet, since it had permanent reader interest. The booklet was distributed at the Fair through a special booth.

Possible Profits

"I first typed up the material, then rented a mimeograph machine to publish it in the form of pamphlets. The advertisements brought a price of \$15 per page, while the pamphlet itself sold for 25 cents."

FRIENDSHIP CLUB

The Plan

Organizing a friendship club, and promoting pleasant inspirational associations among cultured persons of similar inclinations has provided a splendid part-time income for a young Chattanooga stenographer.

How It Works

"I reflected on how nice it would be if I could correspond with some congenial, responsible men and women living in other parts of the country—sharing thoughts, viewpoints, and ambitions; that's what first inspired me to found this friendship club. It grew on its own momentum, it seems. I first organized some of my friends, who secured some of their friends, and within a short time had a thriving list of members. And everyone voiced his enthusiasm about the great advantages conveyed by this 'club.' Soon I advertised in local and out-of-town newspapers, gaining more and more members.

Possible Profits

"Each member pays an initial fee of \$1.00, which entitles him to the name of two members of similar occupation and interests with whom he or she might correspond. Since there are now some 800 members in the club, the profits are indeed substantial. Earnings may exceed \$35 weekly."

TRAVEL LETTERS

The Plan

“While reading the travel section of my local newspaper, I thought how thrilling it would be to receive letters from world travelers describing places visited, and the highlights of their trips. My friends agreed, and this gave me the idea of a Travel Letter Bureau, which is bringing me excellent part-time earnings.

How It Works

“Scanning the newspapers, I secured names of persons planning extensive trips, and upon interviewing them, secured their promise to send weekly letters describing the details of their trip. Among my friends, and through an advertisement in the newspaper, I received 12 subscribers, all wanting to receive original weekly letters postmarked with a foreign stamp! Each subscriber was put in touch with a different traveler, thus individualizing the service. When I travel myself, I send detailed letters of my experiences to all the subscribers.

Possible Profits

“My charge to members is 25 cents a letter, and with some 50 members now in my bureau, I average about \$10 weekly through this fascinating venture. Travelers are compensated at the rate of 12 cents for each letter.”

LOCAL HANDICRAFT EXCHANGE

The Plan

Observing that many local hobbyists in her town produced a variety of fascinating items, such as weaving, sewing, sculpture and others, a college girl in Madison, Wisconsin, organized a local handicraft exchange and sales bureau, which yielded her exceptionally good returns.

How It Works

She got in touch with all those who made such objects, obtaining full information concerning the items they made. She then listed a description of the various handicraft products, typing them out neatly and sending these bulletins to townspeople whom she believed would be interested in the purchase of these items. The handicraft objects were all fascinating and useful, and constituted a valuable asset to the home or person—either as wearing apparel, or home furnishings. She sent out a new currently revised handicraft bulletin each month.

Possible Profits

She receives her profits in the capacity of broker, collecting 15 per cent profits on the proceeds from all sales. Her earnings reach as high as \$200 monthly.

ENTERTAINMENT BUREAU

The Plan

Residing in a town of some 50,000 population, a young woman talented in music and promotion has established a lucrative business through organizing and selling the services of a local entertainment group.

How It Works

She got in touch with local people talented in various forms of entertainment, such as musicians playing orchestra and band instruments, ventriloquists, dancers, etc. Obtaining a group of these entertainers, and identifying them with a snappy name, she had letterheads printed and sent typewritten letters to prospects, offering the services of this group for various social affairs. She specializes in co-operating with clubs, churches, and charitable organizations, and offers them a share in the proceeds of the entertainment in connection with their fund-raising programs. As a result every member of these clubs became a salesman in her behalf, seeking to sell the tickets around town.

Possible Profits

She received a commission of 15 per cent for her services in securing engagements, and has been netting some \$25 weekly, part time.

NEWSPAPER PROMOTION PAGE

The Plan

Earn \$300 and upwards by promoting special feature pages in co-operation with small town newspapers, or with neighborhood newspapers if you reside in a larger city. Here's how one alert Chicago woman "cashed in" on a *Mystery Woman* page idea.

How It Works

"It was my plan to have an unknown woman, described as a 'Mystery Woman,' appear at stores of local merchants (advertising on that page) and give valuable awards to shoppers then in the store and carrying a copy of that paper. Visiting my local newspaper, I reserved the purchase of a full page in their paper, for advertising purposes, to cover a period of four issues. Obtaining blank pages of their paper, I ruled it off as a 'dummy' copy, allowing one fifth for editorial material in explanation of the Mystery Woman, and apportioning the balance for advertisements of varying sizes. Equipped with this material, I solicited local merchants for their advertisements. Their advertisement on this page meant that the 'Mystery Woman' would include their store in her itinerary . . . which was a strong incentive for shoppers to appear at their store. I secured substantial advertising as a result. Promotional pages, such as the above, may also apply to such topics as community events, historical celebrations, entertainments, and other timely events. Most newspapers everywhere are glad to co-operate.

Possible Profits

“There are some 180 column inches to the average newspaper page. Allowing about 120 inches for advertisements—at \$4.00 each inch for the four issues, would bring returns of \$480. The newspaper charges were \$155, so that my profits amounted to \$325. I acted the role of ‘Mystery Woman’ myself.”

